

# Southern HARDWARE

APRIL  
1956

18th Annual  
WHOLESALE  
Special Issue

Including the SOUTHERN FARM EQUIPMENT section

## Special! 66<sup>2</sup>/<sub>3</sub>% Mark-Up On New Irwin 30 Driver Assortment with Free Display

Fits in only **8"** of space

### HERE'S WHAT YOU GET

#### 30 Driver Assortment

- 30 genuine Irwin Screw Drivers in 5 best-selling sizes: 1/2 doz. each of No. 400 series, sizes 3", 4", 6"; 1/2 doz. each of No. 4000 series, sizes 3" and 4".
- All drivers are regular Irwin catalog quality — the very finest to be had.
- Each driver has a large Easy-Grip Amber Plastic Handle.
- High carbon and alloy tool steel blades, heat-tempered full length, highly polished for that top quality look.
- A buying price that's lower than any brand comparable to Irwin quality. And there's a handsome 66<sup>2</sup>/<sub>3</sub>% mark-up.

#### Free 8" Display

- Sturdy, colorful, compact — store tested and especially designed to fit the small space requirements of independent hardware retailers.
- Displays fast-selling assortment of 19 Irwin Screw Drivers in only 8" of space.
- Durable red, white and black baked enamel finish.
- Easy to mount on peg board — any small space area in your store.
- Prices and sizes shown for easy selection by customers, quicker sales by clerks.



**Displays 85% of All Regular Type  
Screw Drivers Sold in Retail Stores**

**Stocks limited — order from your Irwin wholesaler today!**

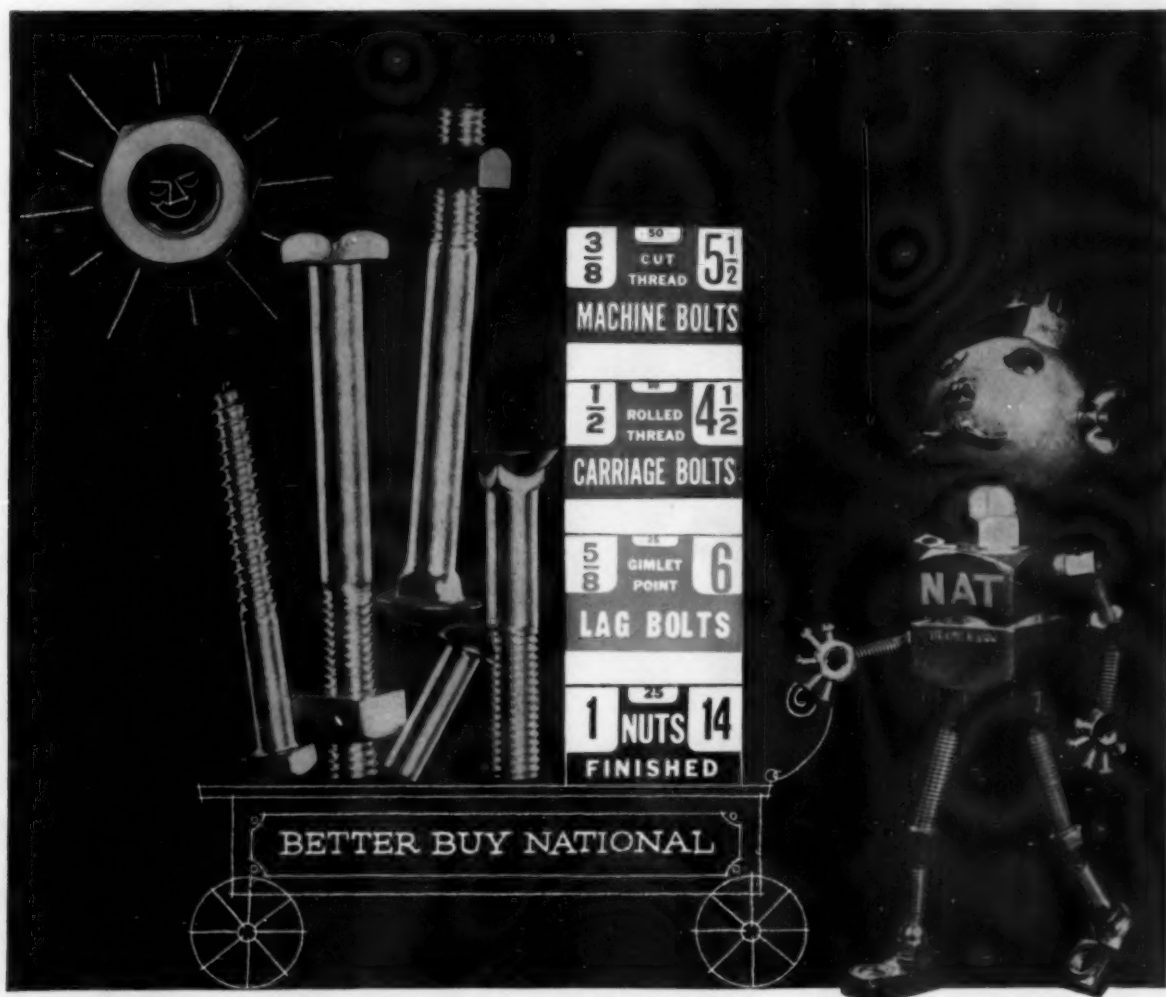
**Stock No. 430** — 30 drivers and free display  
**Retail Value** . . . . . \$18.60  
**Special Dealer Price** . . . . . 11.05  
**You Make** . . . . . 7.55 (per assortment)  
**Your Mark-Up** . . . . . 66<sup>2</sup>/<sub>3</sub>%

Packaged: One to shipping container. Weight: 7 1/2 lbs. per assortment

**IRWIN**

The original solid  
center auger bit.  
•  
screw drivers  
screw driver bits.

The Irwin Auger Bit Company • Wilmington, Ohio, USA



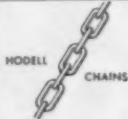
## "NAT" STANDS OUT for one-source buying

Want to reduce your fastener handling and ordering problems? Switch to one-source buying. National stands out as your most logical single source because: 1. It's the complete line. 2. Packaging is uniform, colorful, with *buy* appeal. 3. Color-coded labeling makes stock handling easier. 4. Quality is unsurpassed, assures constant customer satisfaction.

Standardize on National and eliminate costly problems of multiple-source buying and handling. Sell National, and you'll be selling the complete quality line—the one that *stands out*.



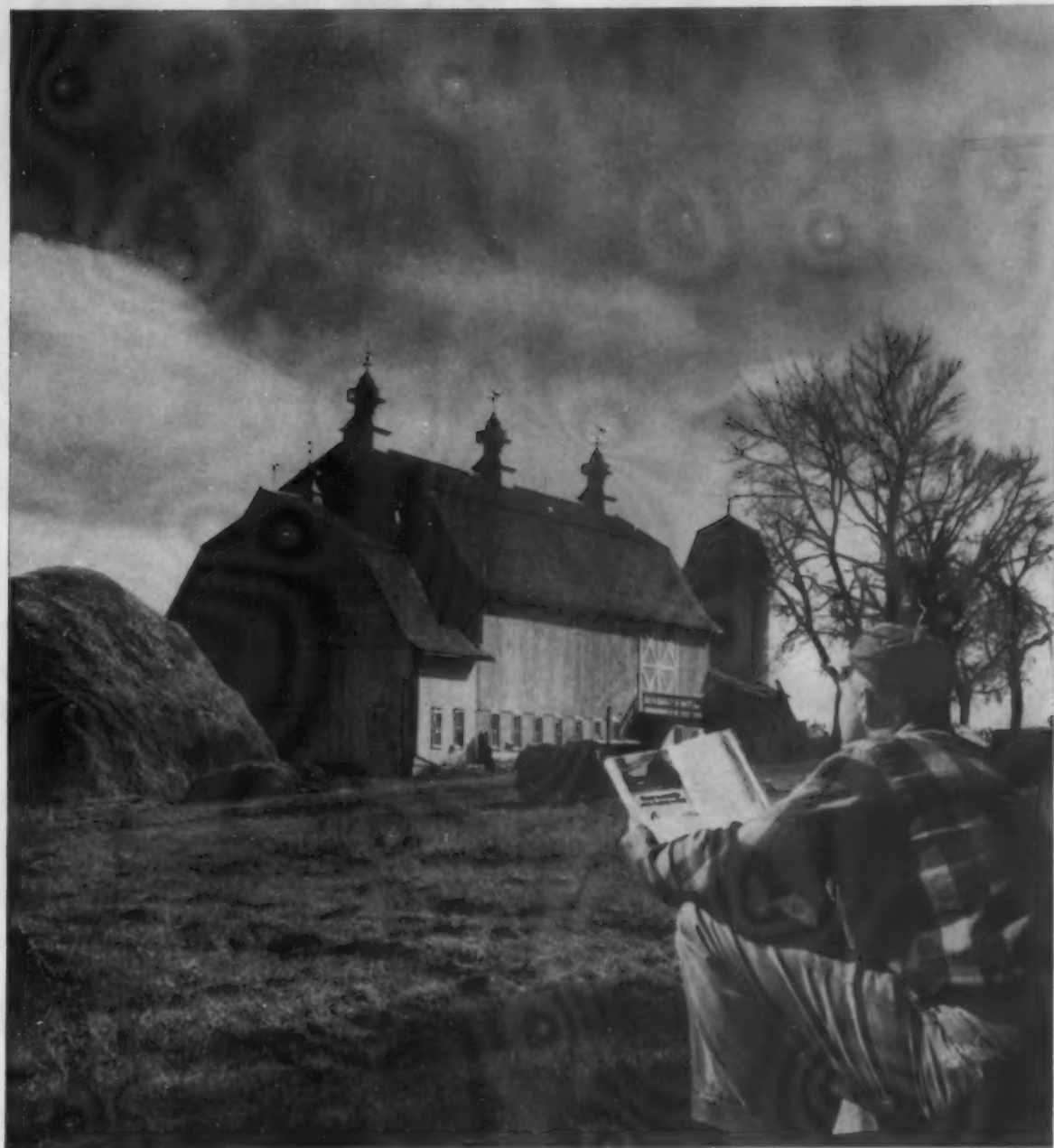
Ask Your Distributor . . . He Knows



### THE NATIONAL SCREW & MFG. COMPANY CLEVELAND 4, OHIO

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave., Los Angeles 22, Cal.





## Springtime is roofing-time

His barn roof's in sad repair, and this year he's determined to give it a new one. He'll want roofing material that will last, look well, cost little. Mention Stormproof Roofing to him and you'll ring a bell, for he's seen Stormproof advertised prominently in *Southern Planter* and *Progressive Farmer*. Better be sure you're well stocked with Stormproof galvanized steel roofing!

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



# EVANS WHITE TAPES

## 6, 8, 10 and 12-Ft. POCKET TAPES

A size for every use. Top quality workmanship. The pace-setters of the pocket tape field.



## KING-SIZE 10-Ft. and 12-Ft.

Something NEW.  $\frac{3}{4}$ " wide blade permits higher upright measurements. EXTRA: The Evans KING-SIZE is equipped with a removable BELT-CLIP.



## LONG TAPES 25, 50, 75, 100-Ft.

Vinyl leatherette covered, special hooking attachment, chrome-plated winding reel and double roller mouth-piece. Stainless steel edge band.



AND ALL THESE *EXTRAS*  
**DISPLAYS** — all Evans packaging unfolds into multicolored displays which hold and sell Evans White-Tapes.  
**THE LARGEST NATIONAL CONSUMER ADVERTISING CAMPAIGN IN STEEL TAPE HISTORY** over 100,000,000 ads on Evans Tapes EVERY YEAR!

The only complete quality line of white steel tapes with ALL these sales features

- Plastic Utility Cases
- Double Markings



Work in feet and inches? Read here.

Work in inches? Read here.



- Sliding Hook — For Accurate Inside-Outside Measuring



- Chrome-Plated Cases
- Guaranteed Unconditionally
- Replaceable Blades In All Sizes
- Snow-White Blades — Jet Black Markings

## NEW! 12 FT. "KING-SIZE" Pocket White-Tape with Exclusive Belt Clip Free

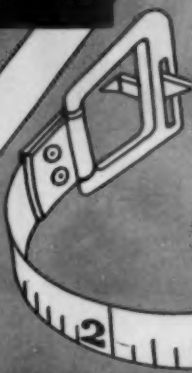


RETAIL \$2.89

STANDS UP STRAIGHT FOR EXTREMELY HIGH UPRIGHT MEASUREMENT



A tape with a  $\frac{3}{4}$ " wide blade (instead of the usual  $\frac{1}{2}$  in.). EXCLUSIVE: Belt clip on back for handy carrying.



**Evans RULE CO.**

# Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 125

April, 1956

No. 4

T. W. McALLISTER, *Managing Director*

RALPH E. KIRBY, *Editor*

FRANCES A. KELLY, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*  
7713 Inwood Road, Dallas 9, Texas

CHARLES E. SMITH, *Business Manager* J. A. MOODY, *Production Manager*

## CONTENTS

Business Trends .....	4
Hardware Industry News .....	6
There Must Be Net Profits .....	57
What Happens to a Dealer's Order .....	59
Teamwork Smooths the Rough Spots .....	68
Traveling Sample Room .....	74
Opportunity for Business Management .....	76
New Orleans Convention Plans .....	79
45th Annual Convention of the SWHA .....	80
Report from a "Gay Nineties" Meeting .....	82
Conventions .....	84
Catalogs & Bulletins .....	94
Dealer Sales Aids .....	117
New Products .....	140

## FARM EQUIPMENT SECTION

Facts and Trends .....	149
Service Sparks Extra Sales .....	170
They Sell More When It Rains .....	172
Profits from Power Saws .....	174
Big Market for Water Systems .....	176

ANNUAL SUBSCRIPTION—\$1.00

### Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959; J. D. PARRONS, 30 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187; GEORGE ISHERWOOD, 580 Rutherford Drive, Springfield (Del. Co.) Pa., Phone: K. I. 3-0760; HUGH AULL, 533 N. Michigan Blvd., Chicago, Ill., Phone: CH 6-4151; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352; L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35, Calif., Phone: CR 4-5151; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7-7995; BARON CREAGER, 7713 Inwood Road, Dallas 9, Texas, Phone: PL 7-2937; RAY RICKLES, 814 Chamber of Commerce Bldg., Miami, Fla., Phone: 9-1495.

### Published Monthly by

**W. R. C. SMITH PUBLISHING COMPANY**  
Atlanta, Ga., and Dalton, Ga.

### Editorial and Business Offices

**806 Peachtree Street, N.E., Atlanta 8, Ga.**

### Publishers Also of

ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL  
SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES  
SOUTHERN POWER & INDUSTRY

W. J. BOOKER, *Chairman of the Board*; RICHARD P. SMITH, *President and Treasurer*; T. W. McALLISTER, *First Vice-President*; E. W. O'BRIEN, *Vice-Pres.*; A. E. C. SMITH, *Vice-Pres.*; JOHN C. COOK, *Vice-Pres.*; A. F. ROBERTS, *Secretary*; SARA J. JONES, *Assistant Secretary and Treasurer*

Copyright 1956, W. R. C. Smith Publishing Co., Atlanta, Ga.



## YOUR NEW GUARANTEE

**the fact is:** PET quality is proved by unbiased reports from a leading research institute. Proved by on-the-job tests by workmen. Watch for the PET Job-Tested seal. It's your guarantee of top-quality tools.

**the fact is:** Both distributors and dealers get top volume with PET's new and different plan. It's a continuing, local area sales plan with big, powerful newspaper ads, and the most complete, proven merchandising kits the industry has ever seen. Plus our sales and advertising personnel, on the spot, to help distributors! Plus a potent national campaign!

**the fact is:** Once you find out about this new and different PET plan, you'll find a new high in power tool sales!

**those who depend on tools,  
depend on . . . PET**

mail coupon today for full details

mail to: GEORGE WEATHERBY, Sales Manager  
PORTABLE ELECTRIC TOOLS, INC. Dept. SH4-56  
320 West 83rd Street, Chicago 20, Illinois

Please send me full details about your new local area PET sales plan.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# BUSINESS TRENDS

- ▶ **Business Outlook**—Latest figures from government departments seem to indicate that the boom is leveling out. However, production and sales are stabilizing on a plane well above a year ago when the boom was getting started. Despite some lag in sales of automobiles and heavy durables, 1956 should be another good year for business.
- ▶ **Personal Income**—As the year opened consumer income payments had soared to a whopping 315 billion dollar annual rate. This is a good 7% above a year earlier. Meanwhile, the level of employment declined less than usual following the Christmas season and in January nearly 63 million persons were at work. Over the long haul, high employment, plus record incomes, will maintain high-level retail sales.
- ▶ **Industrial Production**—Factory output at present is about 9% above a year ago with no let-up in sight. Though shipments have been stable in recent months new orders have continued to grow, the backlog of orders now amounting to more than 55 billion dollars.
- ▶ **Construction**—Though total construction expenditures have declined over the past several months, residential construction took an upward spurt early in the year. For one thing, the supply of mortgage money, once tight, has been eased, and the government has extended maximum maturity period on FHA and VA mortgages to 30 years.
- ▶ **Instalment Credit**—With the decline in sales of automobiles consumer credit outstanding has declined in recent months. Even so total credit outstanding is equal to about 13 percent of the annual rate of consumer incomes after taxes. Though instalment credit did much to shore up sales during 1955 some government economists have been alarmed at the debt burden consumers have taken on. As a result the Federal Reserve Board will make a special study to see if standby controls over this type of credit would be advisable.
- ▶ **Retail Sales**—Trade volume in retail stores has been fairly level for a number of months and has shown little change in the year's first quarter. Total retail sales in January amounted to about 15.8 billion dollars. Retail hardware sales are running about 4% above a year ago.
- ▶ **Wholesale Sales**—Sales by all the nation's wholesalers in 1955 were 10% ahead of '54. Those selling durable goods did even better, the average sales gain being 17%. Hardware wholesalers were under the national average, however, reporting an average sales increase of 8%. Southern hardware wholesalers made a somewhat better showing, sales gains for the year being as follows: South Atlantic group, 11%; East South Central group, 10%; and West South Central group, 9%.



# to really know plastic pipe



study this **7** point checklist!

**1** what is the pipe made of?



Chesflex VPR 100% Polyethylene Pipe is made exclusively of Virgin Premium Polyethylene resin . . . the only material ever used in the manufacture of Chesflex pipe . . . never any filler — never any gunk!

**2** who makes it?



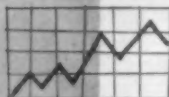
Chesflex is manufactured by one of the pioneers in the extrusion of polyethylene with years of manufacturing know-how, with engineering geared to the most exacting specifications in the industry.

**3** is it profitable?



Chesflex VPR pipe is honestly merchandised so that you can make an honest profit. The highest quality in the industry and the greatest acceptance by quality conscious contractors, engineers and architects means that Chesflex never has to resort to "special deals" or "desperation tactics."

**4** is it honestly rated?



All Chesflex pipe — 75 lb. — Standard — 100 lb. and General Purpose are made of the same uniformly high quality VPR Polyethylene. They are all non-toxic (perfect for drinking water), non-corrosive and weatherproof. A 4 to 1 pressure safety factor is built in to withstand intermittent surge.

**5** how is it guaranteed?



The famous Chesflex 20/30 guarantee is proof of our absolute confidence in the performance of our product. Chesflex 75 lb. — Standard — 100 lb. and General Purpose all carry the same guarantee because they are made of the same 100% VPR Polyethylene resins.

**6** what returns can you expect?



In all the years Chesflex has been on the market . . . with all the millions of feet that have been used . . . never has even 1" been returned as defective or unsatisfactory.

**7** how is it sold?



Chesflex adheres to a very strict policy of distributing exclusively through recognized wholesalers. Be sure you contact your local wholesaler — if he is temporarily out of stock, he can order Chesflex for you.

**Don't Be Satisfied With A Lesser Product**

Those Who KNOW, Specify CHESFLEX.



Call your Chesflex Wholesaler Today



**Virgin Premium Resin POLYETHYLENE PIPE**

684 Nepperhan Avenue • Yonkers, New York



### Neely Now President of Amarillo Hardware Co.

R. C. NEELY, JR. has been elevated to the position of president of Amarillo Hardware Co., well-known wholesale hardware house of Amarillo, Texas, succeeding E. W. Pipkin, who becomes chairman of the board.



R. C. Neely, Jr.

Neely started working for the company at odd jobs, after school hours, while a fifth-grade school pupil in 1924. He continued his sparetime connection with the company until he graduated from the University of Texas, in 1935—at which time he took over a full-time sales job with the company. After four years' service in the Navy during World War II, which he terminated with the rank of lieutenant commander, he returned to Amarillo Hardware Co. as purchasing agent. He was promoted to vice-president and director in 1949.

Neely is a member of the executive committee of the Southern Wholesale Hardware Association and is vice-president of the Texas Wholesale Hardware Association.

Pipkin, new chairman of the board of Amarillo Hardware Co., is a veteran in the organization, having started his career with the

company in 1914. He was credit manager and vice-president of the company for many years until he became president in 1952.

### Langley Corp. Maintains Output Despite Fire

THOUSANDS of dollars worth of new spinning reels escaped the flames unscathed in a two-alarm fire which roared through the paint department of the Langley Corp., 310 Euclid, San Diego, Calif., in February. The loss was covered by insurance.

A temporary painting setup for finishing Langley fishing reels went into operation within 24 hours, and production quickly returned to normal, according to I. M. Laddon, president of the firm. Langley manufactures casting and spin-fishing reels, the Fisherman's De-Liar and aircraft parts for national defense.



John Tate

### John Tate Appointed by Butcher Polish Co.

THE BUTCHER Polish Co., Malden, Mass., manufacturers of floor wax, has announced the appointment of John H. Tate as southeastern (Continued on page 8)

## 50th Anniversary Celebrated by House-Hasson Hardware Co.

HOUSE-HASSON Hardware Co., wholesalers with headquarters in Knoxville, Tenn., is celebrating its 50th anniversary. The company was organized and received its charter in 1906.

First officers of the company were: Sam C. House, president; Charles S. Hasson, vice-president and Walter Bonaham, secretary and treasurer. The original traveling force consisted of six men traveling within a radius of some 150 miles of Knoxville, going into southeast Kentucky, southwest Virginia, north Georgia, western North Carolina and east Tennessee. At the time principal lines carried consisted of shelf and heavy hardware, mining tools, agricultural implements, building

hardware, tinware and stoves, housed in a building of 50,000 square feet.

Approaching its second half century of business the company presently occupies facilities affording 250,000 square feet of space including a branch in Chattanooga. The company currently has a sales force numbering 34 representatives who cover the original territory.

Present officers of the company are: Charles S. Hasson, chairman of the board; Jack W. Hasson, president and general manager; M. R. Calloway, executive vice-president and sales manager; J. R. Wooldridge, vice-president; J. C. Peoples, vice-president; C. C. Minnich, secretary; and Herbert W. Webster, treasurer.

**SEMPER PARATUS**  
(ALWAYS READY)

**RED HEAD**

**U.S. COAST GUARD  
APPROVED**

LIFE VESTS & BOAT CUSHIONS

COOPERATE WITH THE U.S. COAST GUARD

Help the Coast Guard protect your customers by  
selling only U. S. Coast Guard approved life  
saving equipment.

Write for FULL COLOR catalog

**RED HEAD BRAND COMPANY**

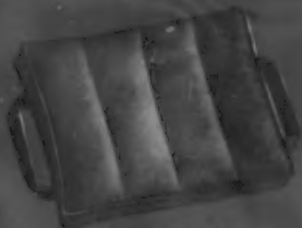
4300 West Belmont Avenue • Chicago 41, Illinois



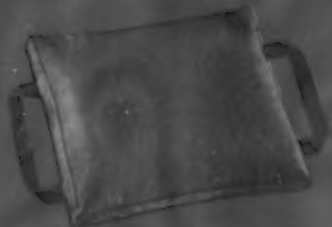
WOMEN'S LIFE VESTS  
Kitty Green or Orange, Forest Green  
and Navy Blue. Children's size in  
Orange only.



NEW-RED HEAD vests are packaged  
in brilliant, "window display," attrac-  
tive collages. Sticker from anywhere  
you may sell themselves.



STANDARD GRILL CUSHION  
Forest Brown and Kitty Green. 15" x  
14 1/2" x 2". For extra padding, optional.

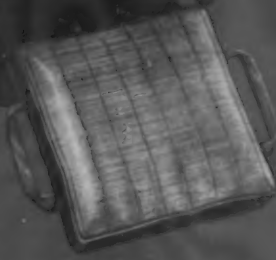


SCAT BACK SPECIAL CUSHION  
Forest Brown and Kitty Green. 17" x  
13 1/2" x 2". Inset series available.

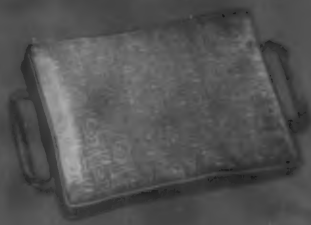


STANDARD GRILL CUSHION  
Forest Brown and Kitty Green. For  
padding, double-duty use. 15" x 15"  
x 2".

LINEN FINISH VINYL TWILL CUSHION  
Gray, Green, Yellow and Red. Con-  
taining breather gaskets. 15" x 15"  
x 2".



MULTIFLEX DAMPOD VINYL CUSHION  
Navy, Red and Spring Green with  
contrasting breather gaskets. 15" x  
15" x 2".



DE LUXE MONTEY VINYL CUSHION  
Red, Platoon and Chestnut Blue, con-  
taining breather gaskets. 15" x 15"  
x 2".

representative. The company was the first in the nation to manufacture floor waxes.

Widely known in the hardware trade, Tate will call on wholesalers in the Carolinas, Georgia, Florida, Alabama, Tennessee, Louisiana, Mississippi and Kentucky. He will continue to make his headquarters at 1009 Cherokee St., Marietta, Ga.

Tate's appointment marks the company's first move towards distribution in the Southeast.



### Wooster Appoints Weaver to Top Advertising Post

THE APPOINTMENT of Edward R. Weaver, as advertising and marketing manager for The Wooster Brush Co., Wooster, Ohio, was announced recently by the firm's president, Stanley R. Welty.



Edward R. Weaver

Weaver assumed his new post on February 1 and will direct the firm's increased advertising and sales promotion activities. He was formerly with Westinghouse Electric Corp.

Weaver attended Westminster College and served in the U. S. Army as an infantry captain.



### Chattanooga Wheelbarrow Announces Sales Reps

CHATTANOOGA Wheelbarrow Co., Chattanooga, Tenn., announces that its line of boat trailers will be



Frank Carter



Bill Moore



Bud Strickland



Amos Palmer

carried in the Southwest by Bill Moore of Brownwood, Texas, and Amos Palmer of Memphis, Tenn.

In the southeastern area, the company's trailers are carried by Frank Carter and Bud Strickland of Atlanta, Ga.

The company manufactures wheelbarrows, scrapers, warehouse trucks, concrete and fertilizer carts.



### Boston Stock Acquired by American Bilrite

MAURICE J. Bernstein, president, and Richard J. Marcus, treasurer,

of the American Bilrite Rubber Co., Chelsea, Mass., announce that the company has acquired the controlling stock interest in the Boston Woven Hose and Rubber Co., Cambridge, Mass.

American Bilrite manufactures Bilrite garden hose, Bilrite rubber heels and soles and Amtico rubber and vinyl floorings. The latter company is a 76-year-old producer of industrial hoses and beltings, mechanical rubber goods and floor coverings.

No changes in the present management or policies of Boston woven hose and rubber are contemplated, the American Bilrite officials stated.

### Allison-Erwin Co. Awards Star Salesman



Veteran hardware man, Roscoe Tindall, receives a special award from Jack Johnston, vice-president and general sales manager of Allison-Erwin Co., wholesale distributor of Charlotte, N. C., for personally selling to his dealers more than a carload of Mastercut Mowers. Hugh Cochran, manager, Hardware Division, appears at right. Tindall, associated with the company for 10 years, showed the highest sales results of anyone in the organization on the mower preseason bookings. His territory included parts of Greenville and up to Spartanburg, S. C.



# MOULI SPRING BONUS PACKAGE DEAL! \*

Here are the MOULI Money Makers in the SPRING BONUS PACKAGE DEAL!

- 15 MOULI ROTARY GRATERS**  
Grates anything from soup to nuts.



- 4 MOULI MINCERS**  
Chops nuts, parsley, mint, garlic, etc.



- 3 MOULI JULIENNE SHREDDERS**  
With Four Assorted Rust-Proof Cutting Discs.



- 1 MOULI KING SIZE SALAD MAKER**  
With five discs. Slices, chops, shreds, grates.



**23** **NATIONALLY FAST-SELLING** **MOULI PRODUCTS**

TOTAL RETAIL PRICE **\$32.92**

YOUR BONUS COST **17.95**

**YOUR PROFIT \$14.97**

**AN 89% MARK-UP**

\*Expires May 31st 1956

**MOULI** products are fast selling. MOULIS are DEMONSTRATED on TELEVISION from COAST-TO-COAST everyday. Millions of MOULIS are sold every year.

	Retail Each	Total Retail
12 MOULI GRATERS	\$1.00	\$12.00
4 MOULI MINCERS	1.00	4.00
3 MOULI JULIENNE SHREDDERS	2.98	8.94
1 MOULI SALAD MAKER	4.98	4.98
3 MOULI GRATERS (FREE GOODS)	1.00	3.00
<b>23</b>	<b>TOTAL RETAIL</b>	<b>\$32.92</b>



TEAR OFF AND CLIP TO YOUR  
"WANT" BOOK NOW TO REMIND  
YOUR JOBBER'S SALESMAN  
TO GET YOU THE MOULI  
BONUS PACKAGE DEAL!

Mr. Salesman:

GET ME MOULI SPRING

BONUS PACKAGE DEAL

**MOULI MANUFACTURING CORP.**

91 BROADWAY, JERSEY CITY 6, N.J.

SOUTHERN HARDWARE for APRIL, 1956

## National Hardware Show Theme Will Be "Planning for Profit"

"PLANNING for Profit" will be the theme of the 11th annual National Hardware Show, to be held October 1-5 inclusive at the New York Coliseum, the world's most modern show building, in the heart of New York City.

"Buyers this year," says Frank Yeager, show director, "will find increased emphasis on product advancement and bold new merchandising plans presented by more than 1,000 leading manufacturers expected to display and demonstrate the newest and best general hardware items, power and hand tools, self-help kits and assemblies and repair and maintenance materials of every description.

### Separate Division

"Once again there will be a complete and separate division within the National Hardware Show, where 100,000 square feet net of display space will be devoted exclusively to lawn and garden and outdoor living equipment.

"How to capture consumer interest through planned use of available marketing forces, how to meet merchandising goals through considered advertising and promotional programs, how to take best advantage of manufacturers' sales booster and participation proposals, and consumer education toward more productive use of increasing leisure hours will be prominent in the National Hardware Show's dealer aid program covering every aspect of the multi-billion dollar industry."

Yeager points to expanding markets brought about by America's continued trend toward suburban living, outdoors activities, family home improvement projects, increasing home ownership, shorter work weeks and expanding population. "This," he says, "has resulted in new demands on the hardware trade while, at the same time, we are offered the greatest opportunities we have ever enjoyed for progress and profits throughout the industry.

"Manufacturers and dealers who recognize these factors," says the show director, "will be represented at the National Hardware Show in October. Here the principals can discuss, in person, a multitude of problems created by our complex and rapidly growing economy in this era of America's greatest development.

"These challenges cannot be met successfully by hit-or-miss attempts to make the necessary adjustments and to keep apace of progress," Yeager continues. "Solutions can be achieved only through proper understanding of the changing economy, reflected in our business practices as well as our daily living. The answer is 'planning' . . . planning for profits through superior service, superiority of products and of merchandising, plus an enlightened knowledge of important trends in the hardware world today.

"With the help of alert and progressive manufacturers we plan to present the buyers of the nation with the complete and factual picture of the hardware and lawn and garden trade. We will try to prepare them, better than ever before, to gain the largest possible share of the market, at a minimum of expense and misdirected effort.

### Plan Necessary

"Without a plan, little of value can ever be accomplished. The National Hardware Show invites participation by manufacturers large and small who have a plan in which our thousands of wholesalers, jobbers and distributors and, above all, our myriad dealers can take part to mutual advantage for themselves . . . and for the betterment of the industry which built and is still building America."

Space reservations for the National Hardware Show are being accepted now. Complete details, including floor plans, may be obtained from show headquarters, Suite 1103, 331 Madison Ave., New York 17, N. Y.

## Kautzky Lazy Ike Co. Names Sales Manager

APPOINTMENT of Marion Engard as sales manager has been announced by the Kautzky Lazy Ike Co., Fort Dodge, Iowa, manufacturers of the Lazy Ike lures.

Prior to his appointment by Kautzky Lazy Ike, Engard served eight years as sales manager of Loeboyle, Inc., fishing tackle and



Marion Engard

housewares specialty wholesalers with headquarters in Tulsa, Okla. He was district sales manager for Hartwell Aviation Supply Co., Los Angeles, Calif., for four years before moving to the Tulsa firm.

## Beck & Gregg Vice- President Retires

JOHN ROY ALMAND, veteran employee of Beck & Gregg Hardware Co., Atlanta, Ga., and vice-president since 1947, has announced his retirement from the wholesale firm.

Almand started with Beck & Gregg in 1908 as city shipping clerk. Five years later he was made manager of the house sales department. After doing an outstanding job in this capacity he was given the additional duties in 1923 of manager and buyer of the mill supply department.

Under his direction the department grew and after a few years

(Continued on page 12)

# NOW

**...YOU CAN SELL  
EVERY CUSTOMER!**

## Actionbow

For

- Stability
- Faster Cast
- Smoother Draw
- Freedom from Rot
- Strength & Durability
- Lighter Weight
- Contoured Grip

### STRAIGHT OR RECURVE

The newly-expanded *full-line* of Actionbows includes a style and price to suit every prospect, from the youngest novice to the most experienced tournament-winner. And only Actionbow could offer such craftsmanship, such precision and beauty in glass. Each bow is the product of four years' designing, testing and perfecting; each is individually packed in its own cardboard carton.

Build *your* archery business with Actionbow—the line that sells itself.

Series 8800 \$42.00

Clear glass 5'4" Deflex Recurve bow, available in right-hand or left-hand model. Custom hand-carved nock integral with bow. Molded handle is custom made with select top grain leather grip. Packed in cloth-lined leatherette bag with zipper closing. Complete with premium Dacron string. Draw weights from 25 lbs. up.

Series 8600 \$34.50

Clear glass 5' Working Recurve Semi-Center Shot bow, available in right-hand or left-hand model. Custom hand carved nock integral with bow. Molded handle with top grain cowhide grip. Packed in cloth bag with leatherette trim and ends. Comes with premium Dacron string. Draw weights from 25 lbs. up.

Series 8400 \$21.50

Clear glass 5' Straight Reflex bow with short, rigid recurve and built-in brush nock. For either right-hand or left-hand shot. Molded handle with cowhide grip. Individually packed with Dacron string. Draw weights 25 to 60 lbs.

Series 8200 \$14.95

Clear glass 5' Straight Reflex bow for either right-hand or left-hand shot. Molded handle with split cowhide grip. Individually packed. Complete with Dacron string. Draw weights 25 to 50 lbs.

Series 8000 \$10.95

Clear glass 4'6" Straight bow for either right-hand or left-hand shot. Red plastic molded handle. Quality string. Individually packed. Draw weights 15 to 35 lbs.

# Actionbow

AMERICA'S FINEST GLASS BOW

by the makers of ACTIONROD

ORCHARD INDUSTRIES, INC.

HASTINGS, MICHIGAN

Series 8500 \$16.95

Actionbow Archery Set. Includes Series 8000 Actionbow . . . for either right-hand or left-hand shot. String attached. Four tubular glass arrows with 3" colored fletching, nylon nocks and metal target points . . . matching red leather 14" quiver, professional style arm guard and shooting tab. 17" target face completes set. Draw weights: 20, 25, 30 and 35 lbs.



he devoted his full time as manager and buyer of the mill supply department.

In 1943, Almand was elected a director and four years later was elected to the vice-presidency.

Along with his work at Beck & Gregg, Almand was active in the mill supply field generally, in the Purchasing Agents Association, and in civic affairs.

### **Prather to Manage General Hardware**

J. HAROLD Prather has joined the General Hardware Distributing Co., wholesale organization of Augusta, Ga., as general manager.



**J. H. Prather**

Plans are being developed for a concentrated coverage of the territory now being served by the company with additional lines being added.

Prather is well experienced in the hardware business. After a few years in the retail end of the business in Missouri, he joined the sales force of the former Simmons Hardware Co., Saint Louis. After the purchase of Simmons by the Shapleigh Hardware Co., he joined the Brown-Camp Hardware Co., Des Moines, Iowa, and traveled on two of the company's territories.

He was brought into the house later as merchandising manager and assistant sales manager, later setting up and operating the branch warehouse at Davenport, Iowa. When Hibbard Spencer Bartlett purchased Brown-Camp

in 1955, Prather joined Oakes and Co. in Chicago as manager of the Tru Test Division, working with 40 wholesale hardware distributors throughout the country.

### **Kaiser Aluminum Adds Salesmen in South**

PLANS FOR intensified activity throughout the South on Kaiser Aluminum's newly announced dealer merchandising program involve the addition of two new salesmen and the transfer of another in the Florida-Georgia-Alabama territories. This announcement is made by John A. McDorman, Atlanta district manager for Kaiser Aluminum & Chemical Sales, Inc., Chicago, Ill.

Bob W. Stanley, currently a building products representative in Kaiser Aluminum's Miami branch, is returning to his former Georgia territory with headquarters in Atlanta.

In Florida, Stanley will be succeeded by Joe G. Lehman, who reported for his new assignment January 30 after completing his Navy service. Before going into the Navy, Lehman was a Kaiser Aluminum building products salesman in the Kansas City territory.

A newcomer to the Kaiser sales organization is S. Gideon Steiner, III who is covering Alabama territory out of the Birmingham office. His background includes experience in the stocks and bonds business with James E. Bennett & Co., and in the aluminum roofing and

shade screening distribution business with the Aluminum Products Co. in New Orleans. From 1953 to 1956 he was owner of the Home Improvement Co., a shade screening fabricator.

### **Sales Set-Up Reorganized by Moe Light Division**

MOE LIGHT Division of Thomas Industries, Inc., Louisville, Ky., has reorganized its sales organization and has created the new post of divisional sales manager. Under the new set-up, V. L. Wrye, former regional manager, will supervise the southeastern sales area; and E. A. Lea, former regional manager, will supervise the midwestern area.

Wrye joined the Moe Light Division in 1950 as a sales representative, was promoted to district manager in the southeastern states in 1952, and in 1954 was appointed regional manager. His southeastern division includes Maryland, District of Columbia, Virginia, North Carolina, South Carolina, Kentucky, Tennessee, Georgia, Alabama, Mississippi and Florida, with headquarters in Greensboro, N. C.

Included in the territory supervised by Lea are the states of Arkansas, Louisiana and Texas. Midwestern headquarters are in Kansas City, Kan. Lea joined Moe Light in 1947 and has had training in merchandising, sales and advertising.



**B. W. Stanley**



**J. G. Lehman**



**S. G. Steiner, III**



# The Columbian Packaged Line . . . Easy to Sell because each one is made for its work



Display box of 12 individually wrapped 100 ft. tubes — uses only 6½" x 6¾" counter space. No. 18 or No. 21.

## "Stabilized"\* Spun Nylon ALL-PURPOSE LINE MASON'S LINE — CHALK LINE

Professionals, do - it - yourself fans and hobbyists like the extra strength of this small line for scores of uses — indoors and out. As a chalk line, its natural texture holds more chalk, yet absorbs neither dirt nor moisture. Women like it for drapery cord, furniture lacing, crocheting, indoor clothesline.



turns on wheel, yet delivers average breaking strength of over 500 lbs.!

12 Nylon Starter Ropes with handles in individual cellophane bags on each display card. Hole at top for hanging . . . or fold easel for stand-up counter display.

## "Stabilized"\* Nylon MOTOR STARTER ROPES

Quick Starts for: Outboards, Lawn Mowers, Power Saws, Pumps, Farm Equipment.

This Nylon Filament Rope is 42" long with round hardwood handle attached. The ¼" diameter allows extra

## "Stabilized"\* Polyethylene WATER-SKI TOW ROPE — Always Floats



75 feet of ¼" diameter, complete with handle, packed in individual display box.

Beginners and experts alike go for this rope because it never sinks! It's always on top where they can find it after a spill . . . and where it can never foul motor propellers. Beginners start their runs easily, too, because polyethylene's resilience absorbs take-off shock. Breaking strength: approximately 500 lbs.

Columbian Manila Water-Ski Tow Rope is also available for those who prefer it. 75 ft.-¼" dia. packed in individual display cartons.

**COLUMBIAN ROPE COMPANY, Auburn, "The Cordage City", N. Y.**



## \*Columbian "Stabilized" NYLON and POLYETHYLENE Ropes and Twines will not ravel—ever!

Columbian Nylon and Polyethylene cordage is "Stabilized" by an exclusive patented process to prevent untwisting and loss of shape. No lost yardage due to "fluffing"—and end-knots and splices are made with ease!

### **Alan C. Brooks Joins E. L. Hornibrook Co.**

ALAN C. BROOKS has joined the E. L. Hornibrook Co., manufacturers' agents, with headquarters in Atlanta, Ga.



**Alan C. Brooks**

Brooks was associated with the Odell Hardware Co., of Greensboro, prior to his entering service in 1945. His father, the late Richard H. Brooks, was vice-president and sales manager of the company. After Brooks' discharge from service, he represented W. T. Williamson & Sons, manufacturers agents, for a number of years.

The E. L. Hornibrook Co. covers the wholesale hardware trade in seven southeastern states. Brooks makes his headquarters at 422 West Gaston St., Greensboro, and travels the states of Virginia and North Carolina.

### **Lawson H. Yates Co. Is Awarded Cup by Edlund**

LAWSON H. YATES Co., sales representatives, were awarded a cup by Edlund Co., Inc., at the annual meeting held in Chicago recently during the housewares show. The cup was awarded to the company for its having the greatest percentage of sales increase for the year 1955.

The organization represents Edlund in the southern and south-



**Mr. and Mrs. Yates and friend  
admire cup presented the organi-  
zation by the Edlund Co.**

eastern states, and has sales offices in Greensboro, N. C.; Birmingham, Ala.; and Gainesville, Fla.; with the main office in Nashville.

### **Boone to Represent Franklin Glue Co.**

H. V. BOONE, Rocky Mount, Va., recently was appointed a sales representative for The Franklin Glue Co.

Boone will be in charge of all sales for the company in the states

of Virginia, Tennessee, North Carolina, South Carolina, and Georgia.

For the past eight years Boone has been associated with the Greer Furniture Corp. of Rocky Mount in both a sales and production capacity.



**H. V. Boone**

The Franklin Glue Co. manufactures a complete line of adhesives for industrial use, as well as assorted package glues which are sold and distributed through the wholesale and retail hardware trade.

### **Perfection Holds Awards Dinner**



**The happy trio here was snapped at the Perfection Industries Awards Dinner during the company's national sales convention in Cleveland, Ohio. Left is Les Bushfield, manager of Perfection's Southeastern Sales Region, shown presenting "Mr. Gator" and "Mr. Tarheel" awards to Junian J. Keirsey and T. F. Murray. The Gators and Tarheels compete with each other for top sales honors year after year**

# WATER BOY

portable water coolers

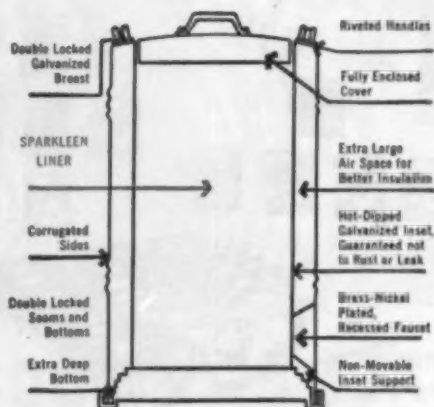
WITH THE NEW  
**SPARKLEEN\***  
liner



Keeps water sparkling clean  
... keeps coffee, lemonade  
and other beverages odor-free,  
taste-free

Non-Toxic coating approved  
by the Food and Drug  
Administration.

## NOTE THESE IMPORTANT CONSTRUCTION FEATURES



Here's the modern way to keep drinking water sparkling pure and refreshingly cool! Deluxe WATER BOY portable coolers now feature the amazing new SPARKLEEN liner that is absolutely *non-toxic*, *odor* and *taste free*.

What's more, WATER BOYS are big, rugged, built to take abuse on construction and logging work, in oil fields, warehouses, service trucks—everywhere men work. Ideal for hunters and fishermen, too.

Stock and feature these versatile water coolers. In popular 2, 3, 5 and 10 gallon sizes, they're made of quality materials throughout and carry the famous DeLuxe name. Point out the "extras"... they'll build extra sales and extra profits for you!



THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

SOUTHERN HARDWARE for APRIL, 1956



ANNOUNCES SPECIAL

**60% Mark-up**

ASSORTMENT KH55 OF 11

**WYTEFACE® STEEL TAPE RULES**



You sell for . . . \$15.76

Your cost . . . \$ 9.84

Your mark-up **\$ 5.92** **60%**  
For a limited time

Individual "blister" cards  
for self-selling display on your  
perforated board or counter trays.

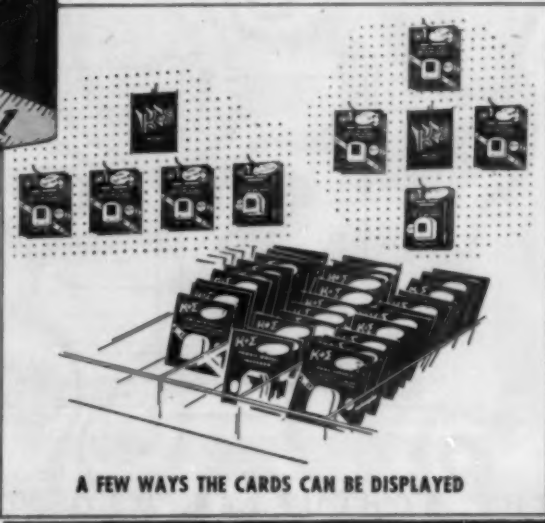
**SPECIAL FEATURE OF CARD**

Blade pulls out through slot in blister. Customer can examine blade without opening or damaging card.

Assortment of 3 each **HANDY®** (1/2 inch blade) in 6, 8 and 10 feet . . . and 2 **MIGHTY HANDY** (3/4 inch blade) 10 feet. These are the regular high-quality K&E Tapes. In compact carton weighing 4 lbs. 2 ozs.

**KEUFFEL & ESSER CO.**

HOBOKEN, N. J.



A FEW WAYS THE CARDS CAN BE DISPLAYED





# For Your Spring Building Business



**CELOTEX**  
BUILDING PRODUCTS

**FRY**  
*Roofing*

*Metalart*



**NAMES You  
can rely on**

**PRODUCTS You  
depend on**

**YOU'LL FIND  
'EM ALL  
AT**



## **SOUTHERN STATES IRON ROOFING CO.**

*Serving the Building Material Trade Continuously since 1914*

**GENERAL OFFICES: ATLANTA, GEORGIA**

**BRANCHES: ATLANTA, GA. • SAVANNAH, GA. • BIRMINGHAM, ALA. • LOUISVILLE, KY.  
MEMPHIS, TENN. • MIAMI, FLA. • NASHVILLE, TENN. • RALEIGH, N. C. • RICHMOND, VA.**

# YOUR CHECKLIST of quality building materials

To aid you in determining your exact needs, here is a handy checklist of building materials handled by SSirco. For immediate service, simply put a check by the products you want and call your nearest SSirco office, which is listed below.

**Get ready for the big Spring building business**  
**TEAR OUT THIS SHEET AND KEEP IN PROMINENT PLACE**

## ALUMINUM ROOFING AND SIDING

(Reynolds)

5-V Crimp Roofing, 26" wide  
1½" Corrugated,  
26" and 48" wide  
2½" Corrugated,  
26" and 48" wide  
.032" Industrial Corrugated,  
35" and 48" wide

Master Shingles  
Weatherboard Siding  
Ridge Cap • Valley  
Eave and Gable Finish  
Gravel Stop • Flashing

## GALVANIZED ROOFING AND SIDING

5-V Crimp Roofing  
Lock Tight Roofing  
1½" Corrugated  
2½" Corrugated  
Double Lock Roll Roofing  
Weatherboard Siding  
Ridge Cap • Valley  
Eave and Gable Finish  
Gravel Stop • Flashing

## SHEET METAL

Aluminum • Copper  
Galvanized Steel  
Terne Roofing  
Stainless Steel

## TRANSLUCENT GLASS FIBER PANELS

(Alysite)

Flat Sheets • Corrugated  
Mastic • Window Pane  
5-V Style • Step Lap

## ASBESTOS PRODUCTS

Siding Shingles  
Aluminum Trim

## ASPHALT PRODUCTS

(Fry)

Shingles • Roll Roofings  
Brick and Stone Siding  
Felts • Built-up Roofing  
Roof Coatings and Cements  
Asphalt Filler Strips

## NAILS

(Aluminum and Steel)

Finishing • Casing  
Box • Plasterboard  
Shingle • Roofing  
Roofing, Lead Head  
Roofing w/washers  
Asbestos Shingle  
Gutter Spikes • Common

## GUTTER AND DOWN PIPE

Reynolds Embossed Aluminum  
Galvanized Steel  
Mitres • Rangers  
Elbows • Shoes

## LOUVERS AND VENTILATORS

Vari-Pitch Aluminum Louvers  
Hamlin Aluminum Foundation  
Ventilators  
Leslie Louvers

## RED CEDAR SHINGLES

(Shakertown)  
Stained Shakes and Shingles  
Perma-Stains • Glumac Units

## FIR PLYWOOD

Douglas Fir Plywood

## INSULATION

Gustin-Bacon Snap-On Pipe  
Insulation  
Reynolds Reflective  
Certain-teed Fiberglass  
Ultralite  
Staple Guns and Staples  
Roof Insulation  
Rock Wool  
Mastic and Cement

## HARDBOARD PRODUCTS

(Masonite)

Presdwood  
Tempered Presdwood  
Tempered Tile  
Duolux • Tempered Duolux  
Panelwood • Siding

## PLASTIC-COATED PANELING

(Barclay)

Sheets and Squares  
Tile Pattern • Streamline  
Solidstone • Metal Trims  
Presdwood Mouldings  
Adhesive

## MISCELLANEOUS BUILDING PRODUCTS

Bates Stairways  
Burns Aluminum  
Tension Screens  
Conwire Frame Screens  
Miami Caray Bathroom  
Cabinets and Accessories  
Aluminum Mouldings and  
Threshold Plates  
Termite Shields

## ALUMINUM MILL PRODUCTS

(Reynolds)

Flat Sheet (Various Alloys)  
Coil Sheet (Various Alloys)  
Architectural Shapes  
Structurals • Tubing  
Screw Machine Stock  
Tooling Plate  
Tread Plate

## REYNOLDS Do-It-Yourself Aluminum Products

## DOORS — METAL

Garage — Aluminum  
Garage — Steel  
Frame — Steel  
Screen — Aluminum  
Sliding Closet — Steel

## AWNING SUPPLIES ALUMINUM

Step Down Sheet  
Pre-enameled  
Solid — Ventilated  
Angles • Channels  
Tubing • Fringe • Screws

# SOUTHERN STATES IRON ROOFING COMPANY

### ATLANTA, GA.

1930 Ellsworth Dr., N.W.  
Phone: SYcamore 4-9511

### SAVANNAH, GA.

309 Stiles Avenue  
Phone 6-2461

### BIRMINGHAM, ALA.

2830 Fifth Ave., North  
Phone: 4-5461

### LOUISVILLE, KY.

1239 South Tenth St.  
Phone: ME (rose) 4-9441

### MEMPHIS, TENN.

703 North Royal Ave.  
Phone: JACKson 5-4717

### MIAMI, FLA.

3640 N.W. 32nd St.  
Phone: NE 5-2595

### NASHVILLE, TENN.

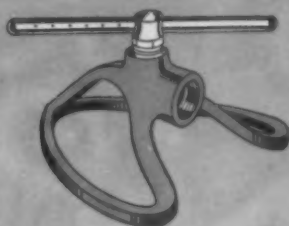
Harrison St. at Seventh Ave.  
Phone: ALpine 5-1152

### RALEIGH, N. C.

1431 Courtland Drive  
Phone: 4-6221

### RICHMOND, VA.

1910 Petersburg Pike  
Phone: 82-6748



# Free Sprinkler

to dealers who order the "Waterbob" Impulse Sprinkler Package



## Also free

with this extra-profit package  
... 50 valuable "Watering Guide"  
booklets for hand-outs or mailings!

This Extra-Profit Package gives dealers a stock of one of the leading Green Spot sellers ... the "Waterbob" Impulse Sprinkler... plus the free bonus of a popular Two-Arm Sprinkler! Pre-sold by heavy national advertising and promotion, these sprinklers are fast-movers, prime money-makers! With 50 free "Watering Guide" booklets also available with your order, this Extra-Profit Package is made-to-order for dealers of every size!

## Ask your wholesaler

Wholesaler will fill dealer's order for Green Spot Extra-Profit Package No. H-340-3.

Dealer receives 3 "Waterbob" Impulse Sprinklers with bonus post card included in package.

Dealer fills out bonus post card, mails to Scovill Manufacturing Co., and receives by return mail (prepaid) one free Two-Arm Sprinkler.

Dealer may also request, free, 50 "Watering Guide" booklets, when mailing in bonus post card.

Act now! Send the coupon below to your wholesaler!

## The Green Spot No. H-340-3 extra-profit package:

3 H-340 "Waterbob" Sprinklers	
@ 9.00 ea. ....	<b>\$27.00</b>
1 H-377 Two-Arm Sprinkler ..	<b>2.00</b>
50 "Watering Guide" Booklets,	
value .05 ea. ....	<b>2.50</b>

Total Value ... **\$31.50**

Dealer Cost ... **17.10**

Dealer Profit .. **\$14.40**



### Order from your wholesaler...use this coupon now!

TO: \_\_\_\_\_  
(name of your wholesaler)

Please ship \_\_\_\_\_ Green Spot No. H-340-3 "Waterbob"  
(quantity)

Impulse Sprinkler Extra-Profit Package(s) to:

Store: \_\_\_\_\_  
(your store name)

Address: \_\_\_\_\_

City & State \_\_\_\_\_

Person Ordering: \_\_\_\_\_



## How **BERNZ-O-MATIC**<sup>®</sup> helps you promote your way to profits



**1** You'll sell more because you have modern, fast-selling repeat business products—Yes, you're bound to sell more when you offer your customers Bernz-O-Matic Stoves, Torches and Lanterns.

### SELL THESE FEATURES

**Convenience**—Instant-lighting—no liquid fuel to fill and prime.

**Greater Safety**—No dangerous spilling or pumping.

**Fun**—They work so fast, easy and clean, that your customers will love 'em. They'll use the torch for everything from soldering to singeing chickens. The stove and lantern for backyard picnics, cottages, camping trips, recreation rooms.



AND EVERY BERNZ-O-MATIC CUSTOMER IS BOUND TO BE BACK AGAIN AND AGAIN FOR REFILL CYLINDERS

**2** You'll sell more because you have nationally advertised and publicized products—This spring alone big full-page, 3/4-page and half-page 2-color ads in The Saturday Evening Post, Parade, True, Popular Mechanics, Field & Stream, as well as TV and newspaper publicity across the nation.

**3** You sell more because you have topflight displays and merchandising aids—Big, full-color 1/2 life-size displays featuring ALAN LADD and his wife, die cut displays, window streamers, newspaper mats, radio spots, envelope stuffers, full-color postcards, blinker displays and other materials to help you to bigger profits.

This material is available to you **FREE** in kit form. Simply mail the coupon below.

OTTO BERNZ CO., INC., 280-116 Lyell Avenue, Rochester 6, N. Y.

Please send me: ☐ Complete Bernz-O-Matic Display Kit.  
☐ More information on Bernz-O-Matic Propane Gas Appliances.

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....





THE GAY NEW

*Dolly Madison*®

IN TODAY'S SMARTEST  
DECORATOR COLORS . . .

THE "SELLINGEST" ELECTRIC  
ICE CREAM FREEZER IN  
ALL THE WORLD!

NOW . . . the most accepted, most popular Electric Ice Cream Freezer features the rich mellow glow of copper for its die-cast aluminum main frame\* thus assuring a lifetime surface of easy to clean beauty.

PLUS . . . a truly beautiful finished tub in eye-catching Glacier Blue.

PLUS . . . famous "exclusive TWIST-LOK,"\* the feature which eliminates clumsy latches and hinges and permits the main frame to be put on or taken off as quick as a wink.

PLUS . . . a cream can with special reinforcement to insure perfectly round shape.\*

AND . . . a product proved by over 500,000 families.

ALL THIS IN THE ELECTRIC ICE CREAM FREEZER WHICH HAS BEEN NO. 1 IN SALES IN AMERICA FOR 25 YEARS!

SPECIFICATIONS			
Capacity	Model No.	Packing	Shipping Wgt.
2 QUART	420	1 to Ctn.	13 Pounds
4 QUART	440	1 to Ctn.	17 Pounds
6 QUART	460	1 to Ctn.	20 Pounds

\*P.S. Remember, only Dolly Madison® has these features. Also, a Dolly Madison® won't rust because it can't rust; it stays new always because it's as permanent as it is beautiful.

the J. E. PORTER corporation - OTTAWA, ILLINOIS

# ARROW TACKERS... No. 1 IN THE TRADE!

ACCORDING TO THE LATEST STORE-MARKET SURVEY BY HARDWARE RETAILER

*and here's why:*

## ARROW SELLS ONLY THROUGH THE TRADE!

Don't confuse Arrow with other gun tacker manufacturers! Arrow never sells the consumer directly! We do not compete with our dealers! All consumer inquiries are turned back to the nearest dealer!

## ARROW'S SIMPLE BUY OR RENT POLICY!

Arrow makes renting easy for your customers. Bill your customer the full price of the machine. He has option to return it at a rental charge of 50c per day. Records show that 95% of renters eventually buy their machines. And renting leads to the sale of many related products such as Reynolds aluminum insulation, ceiling tile, siding, etc.

## ARROW BACKS ITS LINE WITH POWERFUL ADVERTISING!



<b>T32 GUN TACKER</b> for light nailing jobs. Uses $\frac{3}{16}$ " - $\frac{1}{4}$ " $\frac{3}{16}$ " light wire (.032) staples. List Price: \$9.50	<b>T50 Do-It-Yourself TACKER.</b> Uses $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ " $\frac{1}{2}$ " $\frac{3}{8}$ " heavy wire (.050) staples . . . List Price \$12.00	<b>HT50 One Hand HAMMER TACKER.</b> Uses $\frac{1}{4}$ ", $\frac{3}{16}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " staples. List Price \$16.50	<b>105 4 Way Standard STAPLER.</b> Uses standard $\frac{1}{2}$ " x $\frac{1}{16}$ " staples. List Price \$4.25

**REGULAR FULL TRADE DISCOUNTS APPLY**

In stock at leading jobbers everywhere! Catalog and price sheets available on request!

**ARROW FASTENER CO., INC.** ONE JUNIUS STREET, BROOKLYN 12, N.Y.

# Set-up for *Quick Sales!*

## NEW BRONSON *Display Pack* NO. 27



List price  
\$35.65

Your cost  
\$21.39

**DISPLAY FREE!**

You get this practical  
point-of-purchase display  
... a colorful, eye-catcher  
that stops 'em, shows 'em, sells 'em!

It's designed in 3 harmonious colors to fit any surroundings. A protective acetate cover keeps the reels dust-free. And setting up this display is a 10-second breeze, because the carton your reels come in quickly converts into your display when opened! Uses less than one square foot of space.

You get a cafeteria of  
popular Bronson Reels...  
6 fast-selling bait casters  
for your customers to select from!

Order your Bronson "Display Pack" today—get these six reels and display, too—all for only \$21.39! Pay nothing extra for the display. List price of the reels alone is \$35.65. And by keeping your display stocked, profits keep repeating! Ask your jobber for Bronson Display Pack No. 27 today!

**Bronson Lashless No. 1700 \$8.95**  
Snap-on-arbor. Adjustable drag regulates casting speed. Chromed brass. Duo-Pawl. Quadruple multiplying.

**Bronson Mercury No. 2350 \$7.50**  
Level-winding. Aluminum spool, snap-on plastic arbor. Adjustable drag. Duo-Pawl. Chromed brass.

**Bronson Green Hornet No. 2290 \$6.50**  
Green anodized aluminum finish. Lightweight spool, snap-on arbor. Duo-Pawl.

### IN YOUR *Display Pack*

**Bronson Fleetwing No. 2475 \$5.50**  
Buffed-chrome finish. Adjustable drag. Duo-Pawl, two spiral and two spur gears. Level-winding.

**Bronson Comet No. 2400 \$3.95**  
Chrome and nickel-plated, all-metal reel. Full quadruple multiplying. Duo-Pawl. Level-winding.

**Bronson Altoona No. 4200 \$3.25**  
Quadruple multiplying. Level-winding. Snap-on plastic arbor, matching crank grips. Metal is nickel-plated.



now... popular

# SPOT-CORD

## BAGGED and TAGGED for new POINT-OF-SALE IMPACT!

You asked for it... and  
now SAMSON has done it!

### NEW POLYETHYLENE BAG...

- ◆ eye-catching, easy-to-display!
- ◆ gets longer-lasting SPOT-CORD on counter where it belongs!
- ◆ keeps cord clean... no more dust or dirt!
- ◆ helps increase sales!

### NEW INFORMATIVE TAG...

- ◆ tells how to replace a sash cord!
- ◆ helps sell SPOT-CORD quality!
- ◆ gives it the "jump" on competition!
- ◆ creates good "customer relations"!

Remember, cord is no longer a "staple" —  
display new "bagged and tagged" SPOT-  
CORD and you'll sell more... profit more!

**Samson**  
CORDAGE WORKS  
BOSTON 10, MASS.

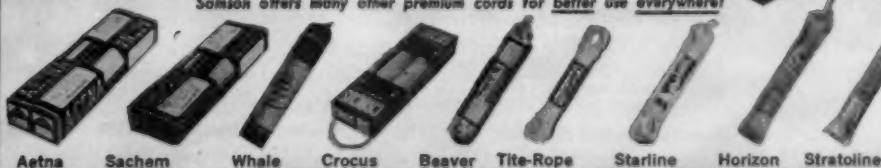
people buy more sash cord  
made by SAMSON  
than any other in the world!

#### HOW TO REPLACE

First...  
get Spot Cord for longest  
life and most dependable service.  
Use Size #7 or #8 for average windows.  
\*Read your bill why SPOT CORD  
is your most economical buy.

#### A SASH CORD

Samson offers many other premium cords for better use everywhere!



Aetna

Sachem

Whale

Crocus

Beaver

Tite-Rope

Starline

Horizon

Stratoline

Also Nylon Cord,  
Mason's Line,  
Awning Line,  
Tiller Rope





**For Easy, PROFITABLE 'Over the Counter' Merchandising**



#### CONVERTIBLE CHAMPION PACKAGE SYSTEM

Among the fast-selling Rapidayton package systems is this single-stage Convertible Champion. Converts for shallow or deep well without additional pump parts. Has Quick-Connect flange, also two volutes instead of one. Goes to 80 ft. Horizontal or vertical tank. Another "package" is the Twin Champion 2-impeller pump, also convertible, for depths to 150 ft. Pumps full capacity at 40 psi pressure! Rush coupon for additional information.



#### FRESH-WATER PACKAGE SYSTEM

If you are in a competitive situation, here's the water system for you—the Rapidayton Fresh-Water. It's the only package system made with a STAINLESS STEEL TANK. The magic appeal of stainless steel makes this a red hot sales leader. Gives even flow from all taps. For shallow or deep wells. Packaged for immediate installation. Goes down to 70 ft. Big performance, rock-bottom low price. Rush coupon for full details.

#### VERTICAL TANK PACKAGE SYSTEMS

Rapidayton has placed big water systems in the easy-to-merchandise package class. The Shallow Well Champion, Convertible Champion and Twin Champion have either 42- or 52-gallon vertical tanks. All meet FMA requirements. Compactly-built, designed to conserve space, cut handling costs, and make installation quick and easy. Feature the full line of Rapidayton package systems and watch your sales grow.



## SELL *Rapidayton* 'PACKAGE' SYSTEMS

- Ready-to-install package systems
- Convertible from shallow to deep wells without extra pump parts
- Interchangeable parts, low inventory
- Compact fiber cartons save freight, handling costs and shelf space
- Exclusive and 'worth more' features

Rapidayton water systems bring you easy, profitable "over the counter" sales. Rapidayton offers you the most modern line of "package" systems—*assembled, ready to install*. There's a package system for every need—for depths from 0 to 150 feet. Both one- and two-stage pumps are available in *convertible models*. The Rapidayton exclusive Quick-Connect flange makes installation easy and fool-proof with either steel or plastic pipe. Many other exclusive and "worth more" features. Rapidayton package systems are made-to-order for the hardware retailer interested in easier handling, faster turnover, bigger profits. Get catalog for full story.

#### GET THIS CATALOG

Showing Pumps and Water Systems  
Collar Drainers • Water Softeners

#### The Tait Manufacturing Co.

Est. 1908 as Dayton Pump & Mfg. Co.

Dept. 145, Dayton 1, Ohio

Please rush complete catalog and trade discounts on full Rapidayton line.

Name \_\_\_\_\_

Address \_\_\_\_\_

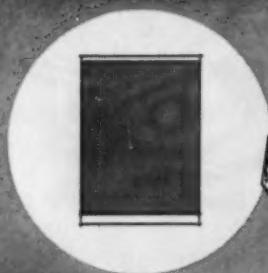
City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_



# Everything in Aluminum Screens right in your **OWN BACKYARD!** \*



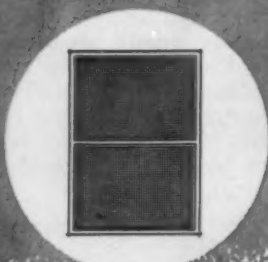
## **BURNS LIVE WIRE TENSION SCREENS**

Packaged profits — ready sales! The Burns Screen's superb quality features have been sparking dealer sales all over the South. They're easy to display, easy to sell, easy to install, easy to store. And every one is colorfully packaged — *individually*.



## **CONWIRE ALUMINUM SCREEN CLOTH**

Woven in Consolidated's Covington plant. From a  $\frac{3}{8}$ " aluminum rod, 28 dies in three separate machines produce .013" wire. Result: a perfect screen that is quality controlled from rod to aluminum cloth. Shipped direct from our Atlanta warehouse.



## **CONWIRE FULL FRAME SCREENS**

Practical beauty for any type window — double hung, awning, casement, jalousie, hopper, traverse — you name it. Conwire Screen is rolled into precision-made, heavy gauge aluminum frames fabricated in Consolidated's Atlanta plant.

\* From our own plants in Covington and Atlanta, Georgia, Consolidated Wire Products Company delivers

**3 TOP SELLING PRODUCTS IN ONE VERSATILE LINE**

For information,  
write or call...

**Consolidated**  
WIRE PRODUCTS  
C O M P A N Y

249 SPRING STREET, S. W., ATLANTA, GEORGIA • ALPINE 4514

# Announcing...Garden Lighting by Moe Light

## year 'round Plus Business...Plus Profits!



### NOW...NATIONALLY ADVERTISED

#### Inspiration-Lighting for patios, gardens, floral settings

Beautifully designed deluxe lights at popular prices, to make evening outdoor living fun for the entire family. All America is moving out-of-doors for dining, entertaining, relaxed enjoyment. You can now offer one of the finest lines obtainable, backed by the merchandising magic of the Moe Light name—Sturdy rustproof aluminum construction, fully weatherproofed, every light complete with SJO cord and duplex receptable plug set.



*Here's how Moe Light's attractive, permanent self-seller displays put you right into this profitable business...*

#### M-4950 GARDEN LIGHTING DISPLAY DEAL (24" x 48" x 54" high)

YOU GET 19 assorted garden fixtures and display stand, plus 2 FREE fixtures and 1 FREE tripod base.

YOUR COST FOR ALL 19 FIXTURES.....\$ 108.95\*

COST OF SELF-SELLER DISPLAY STAND..... 30.95\*

**TOTAL COST OF DEAL.....\$139.90\***

RETAIL VALUE OF 19 ASSORTED FIXTURES.....\$ 163.05\*

RETAIL VALUE OF FREE FIXTURES AND TRIPOD.... 31.40\*

**(FREE ITEMS OFFSET COST OF DISPLAY STAND!!!)**

\*Prices slightly higher Denver and West

**BETTER HOMES & GARDENS and SUNSET—**  
JUNE ISSUES...will carry a full-page, full-color ad on Moe Light GARDEN LIGHTING!



#### THOMAS INDUSTRIES INC.

Originators of



Inspiration-Lighting

Executive Offices—410 S. Third St., Louisville 2, Ky.  
In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada

SOUTHERN HARDWARE for APRIL, 1956

#### M-4955 FLOWER BOX DISPLAY (2' x 2' x 6")

YOU GET 6 attractive M-4904 "Mushroom" flower box lights, Display Stand, plus FREE M-4910, 25' SJO Extension Cord.

YOUR COST FOR ALL 6 FIXTURES.....\$ 25.00\*

COST OF SELF-SELLER DISPLAY STAND..... 5.95\*

25' SJO EXTENSION CORD..... **FREE**

**TOTAL DEALER COST.....\$30.95\***

RETAIL VALUE OF 6 FIXTURES.....\$ 41.70\*

RETAIL VALUE OF FREE EXTENSION CORD... 5.95\*

**(Free extension cord offsets cost of display stand!!!)**

#### MAIL THIS COUPON TODAY...

THOMAS INDUSTRIES INC.,  
MOE LIGHT DIVISION, Dept. 30H-4  
410 S. Third Street, Louisville 2, Ky.

☐ Please send complete information on Moe Light displays in time for that Spring business rush.

☐ Have a representative call on me.

NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# NOW!

another great feature  
for you

## Plastex Pipe is Wrapped!

making it even better  
to handle, store,  
sell and use



The seal of purity...  
Plastex Pipe bears it!

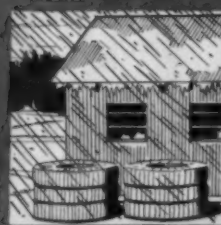


If you are not now  
handling Plastex Pipe,  
there are still a few  
distributor opportunities  
available. Write us, or  
use the coupon below.



### For Easier Handling

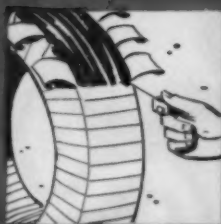
Grab it, throw it over your shoulder, roll it — this brand new wrapping of Plastex Pipe speeds its handling, makes it easier to stack and put on reels, keeps coils compact until opened. Note, please, that Plastex Pipe is wrapped, not boxed — no bulky, hard-to-handle fibreboard containers.



### For Better Storage — Anywhere

Store Plastex Pipe outside now, if necessary. It will be safe from dust, dirt, snow, sleet and muddy feet. The heavy kraft wrapper is an excellent moisture, insect and vermin deterrent. And every coil bears a big, easy-to-read identification label. Again, no fibre-board boxing to get soggy and fall apart.

### Zip! — It's Open, Fast and Cleanly



No cutters or tools needed. A quick pull of the ripcord all around, and there's your Plastex Pipe — just as it left us. It's ready for easy measuring and cutting — ready to make an impressive display with its factory fresh appearance — in best condition to handle and use. The wrapping is easily disposed of — no boxes to break down or stack.

### Clean, Fresh, Unscarred, Sanitary



Exactly the way you want it and users want it. Clean inside and outside. No scuffs, scratches or scars to mar or weaken its tough outer walls — no lodging for dirt or moisture. No dirt, insects or vermin within, because it has been sani-sealed from factory to you — another guarantee of Plastex purity.

Gentlemen,

We're interested in selling Plastex Pipe. Send us information.

Company \_\_\_\_\_

Address \_\_\_\_\_

Individual \_\_\_\_\_

Type of Business, \_\_\_\_\_ Territory Covered. \_\_\_\_\_

## THE PLASTEX CO.

Makers of Measure-Marked Plastic Pipe

Plastex • Pressure-Tex • Twin-Tex • Yellow-Tex

3232 Cleveland Ave., Columbus 11, Ohio





## Opening April 2

Effective April 2, the general offices of our company will be located in Atlanta, Georgia. This move from Savannah — our home for forty-two years — is being made in order to facilitate our servicing of your requirements. With two manufacturing plants and nine warehouses located throughout the Southeast — from Miami to Richmond, Savannah to Memphis it is felt that a more centrally located general office will improve our service to these warehouses and the concerns they serve — our customers.

What does this mean to building supply dealers? It means that our 70 sales representatives, working

through the branches and more centrally-located general office, can offer even better service to any geographical area of the Southeast. It means more efficient purchasing with the resultant savings being passed on to our dealers. It also means more adequate transportation facilities which will allow for a closer working relationship with our field organization — and in turn a better understanding of our customers' needs. It means a bigger SSIRCO operation centrally located, offering improved service for all building materials dealers. Drop in to see us when next in Atlanta. We will be looking forward to your visit.

### SOUTHERN STATES IRON ROOFING COMPANY

*Serving the building materials industry since 1914*

GENERAL OFFICES: 573 WEST PEACHTREE STREET, N.E., ATLANTA, GEORGIA

SOUTHERN HARDWARE for APRIL, 1956

# NEW... BURKS

1/3 and 1/2 H.P.



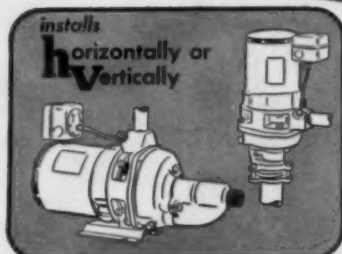
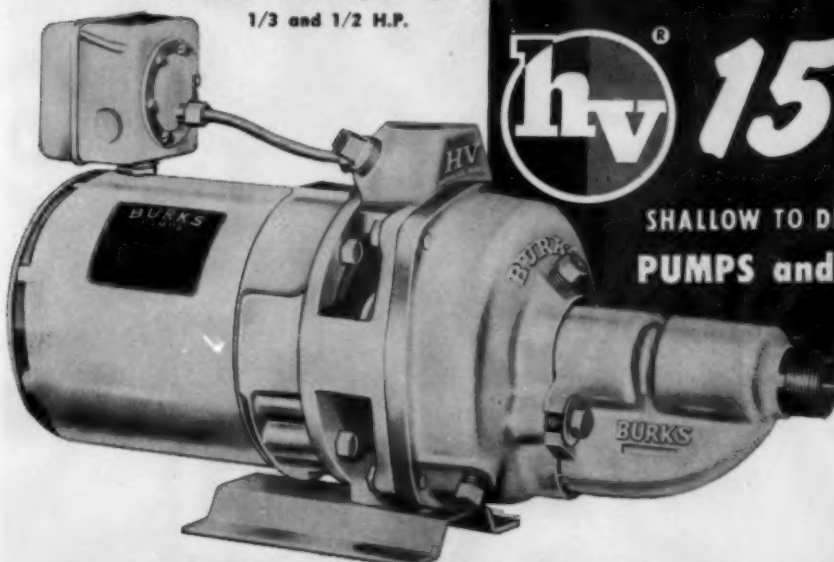
## 15 and 20

SHALLOW TO DEEP WELL CONVERTIBLE  
PUMPS and WATER SYSTEMS.

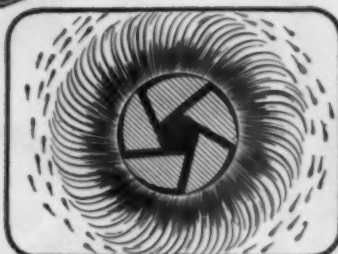
**NEW! It's Lower Priced**

**NEW FEATURES**

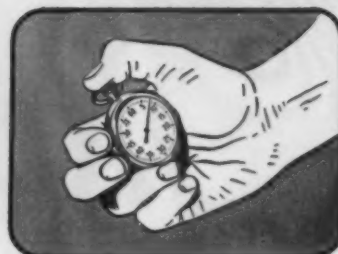
**NEW SALES APPEAL**



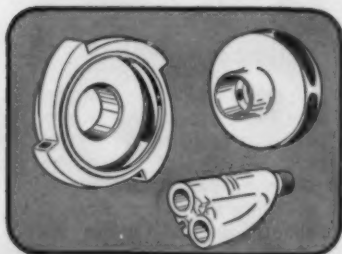
THE DESIGN of the Burks HV Pumps lets you install them **HORIZONTALLY** or **VERTICALLY** either directly over the well or offset **WITHOUT ANY MECHANICAL CHANGES**. This versatility and smaller, compact size lets you install them in close quarters, in locations best suited to system installation, or to fit individual preference.



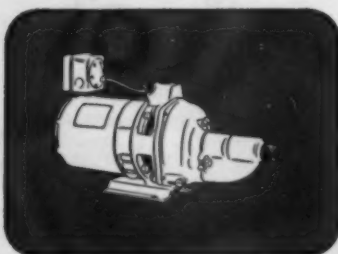
**CHANNELS IN THE IMPELLERS** of these pumps are straight water passages radiating from the hub. This throws the water straight out in **GREATER VOLUME** and **FORCE** to the cam-like outer rim of the impeller. There, "Kam-Action" gives controlled velocity, gives extra "kick" and force to the water.



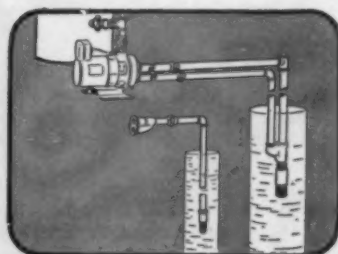
**FAST PRIMING** makes Burks HV Pumps quick and easy to install. They handle air so well they even prime shallow well suction lines. Won't air bind. "Vent-Air" breather bleeds off air and gas from the case.



**EVERY PART** THAT PUMPS is made of enduring, corrosion-resistant bronze—the impeller, the diffuser, and the interchangeable educars. As a result, parts won't corrode and mineral deposits won't collect to clog the pump and cut down capacity.



**BEAUTIFULLY FINISHED** in a sparkling appliance white. New, clean compact design is modern and lends an attractive note to the modern basement and utility room appliances. Easy to keep clean. Small, compact size solves the space problem in basements or utility rooms.



**CONVERT THEM EASILY** from shallow well to deep well operation if the water level in the well drops or the rate of flow diminishes. Advanced design of Burks interchangeable educars makes the Burks HV-15 and HV-20 the most efficient centrifugal pumps for their size.

Write today for the facts on a Burks Pump Franchise.



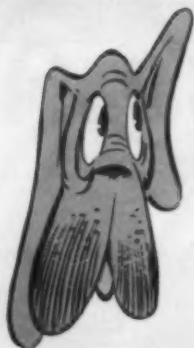
**DECATUR PUMP COMPANY**  
35-A ELK STREET, DECATUR, ILLINOIS

Manufacturers of "HV" Centrifugal Pumps and Water Systems, Super-Turbine Shallow Well and Deep Well Pumps and Water Systems, Deep Well Head Pumps and Water Systems, Submersible Sump Pumps, Industrial Pumps; a Complete Line of Accessories.

**Zork Hardware Company**  
of New Mexico  
**increased sales volume...**  
**for greater profits with**  
**U-Brand Handi-Paks**

"Just awhile back," states Mr. B. P. Morelli of Zork Hardware Company of New Mexico, wholesale distributor in Albuquerque, "we had no idea of carrying pipe fittings because of the difficulty in warehousing and packing for reshipment."

"Then we saw the convenient U-Brand Handi-Pak cartons. We thought they were the solution to our handling problem. We placed our first order and found that Handi-Paks were just what our dealers had been looking for, too. Now we're enjoying extra profits on our profitable U-Brand pipe fitting sales."



**Here's why Dealers and Distributors make more money with U-Brand Handi-Paks**

- Handi-Paks are all a uniform small size. Exclusively designed for retail sales, they fit standard shelving and island displays.
- You order boxed fittings in reasonable small quantities—at no increase in cost.
- Instant identification of size, style, number of pieces and retail price speeds sales... reduces handling cost.
- Customer interest in attractive Handi-Pak display increases pipe fitting and allied tool sales.

**A SINGLE SOURCE FOR ALL YOUR PIPE FITTING NEEDS**

Galvanized and Black U-Cote Malleable Iron Pipe Fittings—Unions—Plugs and Bushings—Cast Iron Drainage and Screwed Fittings—Steel Nipples and Couplings—Insert Fittings for Plastic Pipe.

Convenient ATLANTA and FT. WORTH warehouses are your assurance of prompt deliveries.



**The**  
**Union Malleable**  
**Manufacturing Company**  
Ashland, Ohio





## **WARE** gives you faster turnover ...and increased profits, too

Your stocks turn over mighty fast when customers know you handle J&L Galvanized Ware. Profits will be healthier if you feature a complete line with an accepted name like J&L—known by reputation for highest quality and dependable service.

J&L Galvanized Ware is priced for today's big volume market—handling it yields higher profits to the hardware dealer.

Call your hardware jobber for information on the complete line of J&L Galvanized Ware. If you need additional help, write direct to our Container Division. Send for our new catalog.

### **Jones & Laughlin** STEEL CORPORATION **Container Division**

405 Lexington Avenue • New York 17, N. Y.  
Galvanized Ware Plants: Toledo, Ohio and Atlanta, Georgia





# WEN

## Business Builders— FOR HOME AND PROFESSIONAL USE

### AMAZING ROTARY MOTOR AC/DC POWER SAW —8 SAWS IN 1—

The hottest selling item in electric power tools. Does work of crosscut, band, hack, jig, rip, coping, scroll and keyhole saws. Cuts wood, metals, plastics, composition, etc. 2,650 —  $\frac{1}{4}$ " strokes per minute. Air stream blows dust off work. Comes with 3 blades — coarse, medium, fine. A quality job throughout. Fully guaranteed.

and only \$29.95 List

### "Quick-Hot" ELECTRONIC SOLDERING GUNS

On ordinary, 110-120 V. A. C. 60 cycle, they get working hot in 3 to 5 seconds; cool quickly too. Rigid, long reach, long life soldering tips easily replaceable and interchangeable with special purpose tips for plastic tile cutting, heat sealing, etc. Guns automatically spotlight their work. 3 models cover general utility to heavy duty soldering requirements. Strongly made. Fully guaranteed.

\$7.95 to \$12.95 List

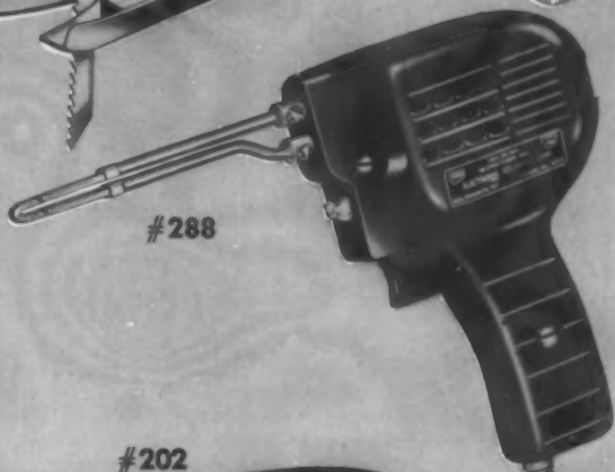
### POWERFUL ELECTRIC SANDER-POLISHERS

3 models cover practically all home workshop sanding and polishing requirements from fine finishing to heavy duty — on wood, metal, plastics, etc. These sanders are exceptionally compact, light and handy — provide firm grip down near the work. Large sanding pads. 14,400 straightline strokes per minute WITH the grain of wood. Sanders available — Economy Model and Complete Kits.

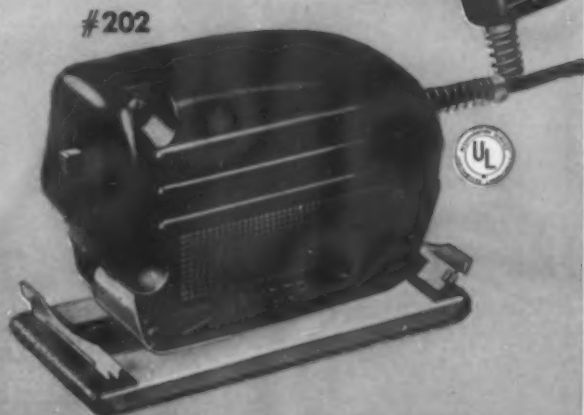
\$13.95 to \$19.95 List



#505



#288

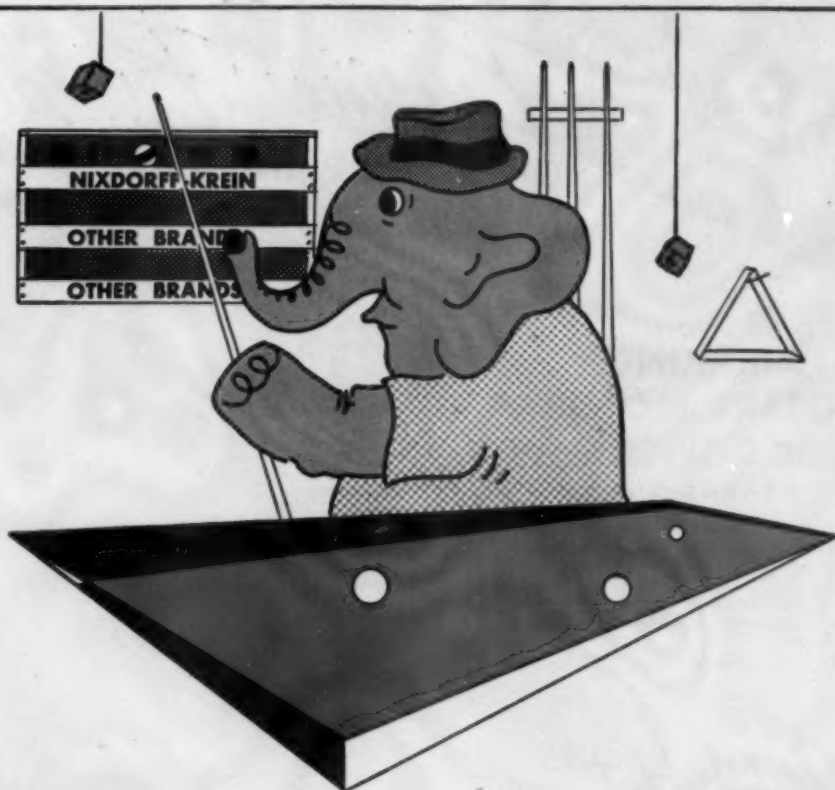


#202

# WEN

## PRODUCTS, INC. CHICAGO 31, ILL.

(Export sales: Scheel International, Inc. Chicago)



## RACK UP...

### BIGGER CHAIN SALES WITH NIXDORFF-KREIN ELEPHANT BRAND "MERCHAINDISER"

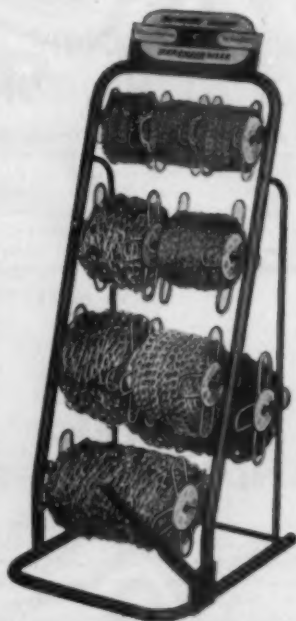
PUT 'EM UP—where your customer can see . . . feel . . . and BUY the chain that suits his needs! The attractive tubular steel "MerCHAINdiser" display stand holds eight of the fastest-selling types and sizes of chain . . . EXTRA RACK in the rear for additional stock—or for a reserve supply of "fast movers."

The "MerCHAINdiser" is a real time saver. Chain handles easily from reel—and each "MerCHAINdiser" has a cutter to snip off just the amount of chain your customer wants.

Welded wire reels fit any rack—and if they carry NIXDORFF-KREIN Elephant Brand Chain exclusively, you'll have satisfied customers—and repeat business! Nixdorff-Krein, oldest manufacturer of chain in America, makes a complete line of welded and weldless Chains, tire and tractor chains, chain accessories and wagon hardware. Three popular Assortments of Chain available.

Ask your Jobber about Elephant Brand MerCHAINdisers Today!

Overnight shipment from St. Louis  
and other strategic locations



"MERCHAINDISER" DIMENSIONS:  
50" High, 17" Wide, 21" Deep. Shipping  
Weight, Without Chain, 24 lbs.



**NIXDORFF-KREIN MFG. CO.**

916 Howard St.

St. Louis 6, Mo.

Elephant (Brand) Chain





## Red Devil Tools.

The Red Devil Trademark on a tool or machine guarantees faster turnover than any other brand name provides. This is because Red Devil Tools and Machines are better designed, better made, better packaged, better advertised, and priced right to begin with. And Red Devil's "Fight Unfair Competition" pricing policy gives you an extra 8%—40% or more profit on all hand tools—for aggressive promotion to build volume sales. This is the reason more successful retailers prefer to sell Red Devil Tools than any other brand.

**Red Devil Tools.** UNION, N. J., U.S.A.

manufacturers of Glaziers' Tools, Putty Knives, Wall, Wood and Paint Scrapers,  
Paint Conditioning Machines, Floor Conditioning Machines and Hardware Specialties.

# Red Devil

## FP-33 FLOOR CONDITIONER



Red Devil

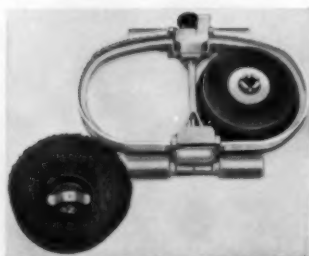


**\$65<sup>50</sup>**

RETAIL  
including tax

shows you 2 easy steps to **EXTRA** profits

Scores of dealers have found this two-step program works for more sales.



### Extra Red Devil Rug Cleaner

The FP-33 can now be quickly transformed into an efficient, professional type rug and carpet cleaning machine, by the use of a simple snap-on attachment, shown above. A perfect, extra rental feature found in the Red Devil FP-33.

RETAIL \$19.95 Tax incl.

- 1 First, attract *new* rental customers for the easy handling Red Devil FP-33. Because the FP-33 is low in cost, a low rental price is possible. And—you make extra profits with tie-in sales of wax, sandpaper, steel wool, etc.
- 2 Turn rentals on FP-33 machine into *full price sales*. Once a customer rents and uses the FP-33 in her own home, sees how light and easy it is to handle, she is a good prospect for outright purchase. Apply rental payments to the purchase price to clinch more FP-33 sales.

It's as  
easy as that!

By adding the FP-33 to your other rental machines you increase rental business *and* open the way for more full-price, FP-33 sales with your full 50% mark-up.

The Red Devil FP-33 offers these advantages:

Here is a light, sturdy floor machine specially designed with the woman in mind. It is right for home waxing, polishing, scrubbing, steel-wooling, sanding or refinishing of all kinds of floors. Counter-rotating brushes provide fingertip control. Modern styling attracts women, provides under-furniture clearance. Has more powerful motor (Under-

writers approved) and 22 ft. long, insulated cable. Yes, the Red Devil FP-33 Floor Conditioner is tops with women everywhere.

Floor Reconditioning Kit with steel wool pads and three grades of sandpaper discs also available for cash sales to either rental or purchase customers.

1007

Red Devil Tools UNION, N. J., U.S.A.







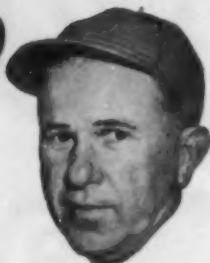
**JOE LAGOW**  
Texas



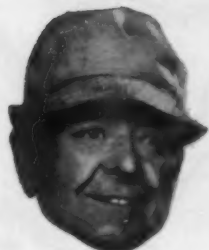
**HORACE BARNHILL**  
Florida



**DEL MYERS**  
Illinois



**CURTIS B. (DEL) DELHOMME**  
Texas



**JOE DE WOLF**  
Connecticut



**NICK BUBRIG**  
Louisiana

*How  
leading guides  
and hunters*

**help you sell**

**PETERS**

**"High Velocity"  
ammunition**

Well-known guides and hunters, like the distinguished group above, are hard at work helping raise your sales of Peters "High Velocity" ammunition.

All year long in leading magazines famous shooters and hunters are featured in colorful Peters advertisements. In these advertisements they tell your customers about Peters "High Velocity" power and dependability . . . in their own words through exciting, true-life testimonials. Study after study shows that your customers *like* these advertisements . . . *read* them through . . . *believe* what these hunting experts have to tell them.

The result is more Peters "High Velocity" sales for you.

So get ready for the big hunting and shooting seasons ahead. Your customers are going to want Peters "High Velocity" ammunition for varmints, pests, predators or just plain plinking. Check your supply now. Make sure you're not caught short.



**Peters** <sup>sales</sup> **PACKS THE POWER!**  
PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



# Look what's coming

## ★ National Ads **2-Colors**

February through June . . . in top outdoor magazines. Plus black-and-white ads in leading regional papers.



## ★ Display Materials

Full-color streamers, posters, counter cards to make your store headquarters for fishing tackle.

## ★ Free Giveaways

Famous Fishing Forecaster . . . in this compact counter dispenser . . . to give free to your customers.



## ★ Local Ad Helps

Newspaper mats, radio transcriptions, TV-spots . . . everything you need to bring 'em into your store.

# from CORTLAND



## ★ 16mm Color Movie

20-minute sound movie on Pacific Sailfish to show to local sport groups. Write our Advertising Dept. for available dates.

## Line Meter

Accurate, easy-to-operate line measuring device offered with a variety of line deals.

## ★ Sport Shows

Cortland Lines will be displayed at most of the nation's top sport shows.

## ★ STOCK ALL 3 LINES NOW

Don't delay! Order these Cortland Lines from your tackle jobber—and land more sales in '56. Ask him to see that you get Cortland's hard-hitting selling aids.



Shoot 'em a line . . . be sure it's

# CORTLAND

CORTLAND LINE CO., INC., CORTLAND, N.Y.



Red Taggs Merchandising Tips:



# QUALITY GOODS WERE



## CYCLONE HARDWARE PRODUCTS

practically sell on sight  
because customers SEE  
they're made right!

### LAWN FENCE AND GATES

Straight, parallel wires... even picket tops... and a durable galvanized finish make Cyclone a better-looking, longer-lasting fence. In both woven and welded styles... single-loop and double-loop construction. In heights of 36, 42 and 48 inches. Gates to match. Flower Bed Border and Trellis also available.

### INSECT WIRE SCREENING

Available in Galvanized Steel, Bronze and Aluminum. In standard 18 x 14 mesh... in 24, 26, 28, 30, 32, 34, 42 and 48-inch widths. The improved multiple wire selvage, firm even mesh, and lasting good-looks of Cyclone Insect Wire Screening mean a good job every time. Complies with all requirements of Commercial Standards CS-138-49.

### HARDWARE CLOTH

Top quality woven cloth with flat welded selvage that fits snugly under mouldings. Welds easily to steel. Wires are straight and even. Heavily galvanized for long life. In 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh sizes. Also in 1/4" and 5/8" heavy grades... in 24, 30, 36 and 48-inch widths. Complies with all requirements of Commercial Standard CS-132-46.

### CATCH-ALL BASKETS

It's easy to see why Cyclone Catch-Alls have been called the biggest basket value on the market today. They hold nearly three bushels of waste. The safe close mesh, heavy wires and circular shape make this a basket that will last and last. The raised bottom permits ample draft for complete combustion.

### FLEXIBLE STEEL MATS

Will outlast any other type of mat on the market. Made from top-quality galvanized steel strip. There are no rough, sharp edges to damage footwear. Ideal for residential porch use, they also meet a wide variety of commercial and institutional uses. In 12 sizes in 1" x 1" and 1/2" x 1" mesh.





# NEVER IN GREATER DEMAND—

## —and here's how to cash in on that demand!



People don't quibble about price anymore. At least, not like they used to.

From your own experience, you know that it is much easier to sell quality goods nowadays. Especially when the product also bears a readily recognized famous label—like the familiar USS CYCLONE "Red Tag."

So why not use the *valuable* display space in your store, and your *valuable* time and words, to sell the kind of hardware products your *quality-conscious* customers really want?

If you have been carrying the CYCLONE line, now is the time to feature these popular products stronger than ever. If you haven't yet experienced the satisfaction that comes from selling CYCLONE HARDWARE PRODUCTS, you are missing a golden opportunity to build a bigger, more profitable hardware products business. For it has been proved time and time again that every customer for CYCLONE HARDWARE PRODUCTS becomes a lasting friend of your store.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION  
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK



EVERY PRODUCT CARRYING THIS  
FAMOUS "Red Tag" IS TOP QUALITY  
THROUGH AND THROUGH!



### ORDER NOW!

Look over the CYCLONE PRODUCTS shown and described at the left. Then see, phone, wire or write your jobber for a supply of whatever you need for the coming season.

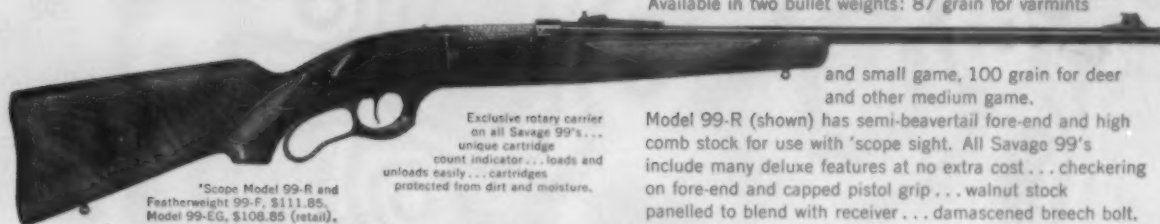
## USS CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

# SELL 'EM WITH SAVAGE

## now! all Savage 99's available in 4 great calibers

Receiver drilled and tapped for all popular top-mounting 'scopes and standard aperture sights.



'Scope Model 99-R and Featherweight 99-F, \$111.85. Model 99-EG, \$108.85 (retail).

Exclusive rotary carrier on all Savage 99's... unique cartridge count indicator... loads and unloads easily... cartridges protected from dirt and moisture.

In addition to the famous .300 Savage and .250-3000 Savage calibers, the 99 is now chambered for .308 and .358 Winchester. The famous high velocity .250-3000 Savage cartridge, for example, is tops for flat shooting accuracy. Available in two bullet weights: 87 grain for varmints

and small game, 100 grain for deer and other medium game.

Model 99-R (shown) has semi-beavertail fore-end and high comb stock for use with 'scope sight. All Savage 99's include many deluxe features at no extra cost... checkering on fore-end and capped pistol grip... walnut stock panelled to blend with receiver... damascened breech bolt.

## new! a completely redesigned stock for the Savage 340

Tapped and drilled for receiver and 'scope sights in popular varmint calibers—.222 Remington and .22 Hornet. Also available in .30-30 for deer and other medium size game.



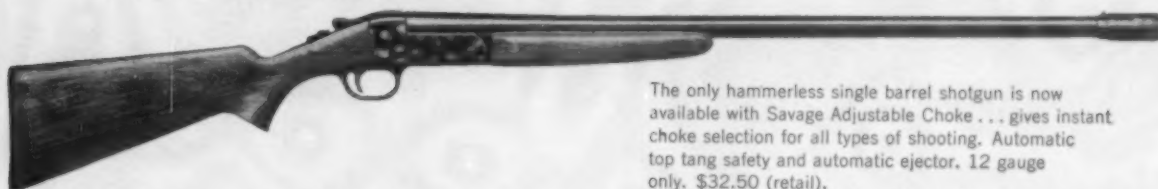
Medium-high comb.

Full pistol grip shaped for shooting comfort.

Specialized manufacturing methods including exclusive head space control give extreme accuracy.

For '56 Savage presents the 340 with a completely new stock, featuring medium-high comb and trim lines for steady holding, superb balance and streamlined appearance. The 340 is priced so low your customers can buy it complete with 'scope for less than they might expect to pay for the rifle alone... only \$52.75 (retail—less 'scope).

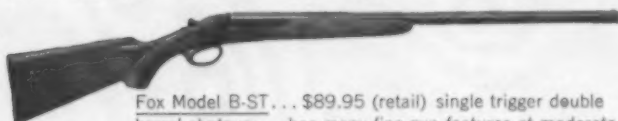
## new! model 220-AC with Savage Adjustable Choke



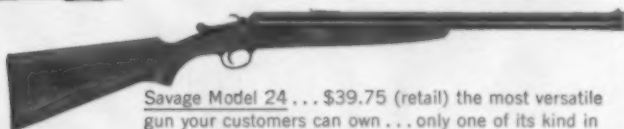
The only hammerless single barrel shotgun is now available with Savage Adjustable Choke... gives instant choke selection for all types of shooting. Automatic top tang safety and automatic ejector. 12 gauge only. \$32.50 (retail).

## new sales opportunities

Stevens Model 77-SC... \$74.50 (retail) now in 12, 16, and 20 gauge. Slide action repeating shotgun with Savage Super-Choke... America's best repeating shotgun value. Lightning fast, hammerless action... extension beavertail slide handle... selected walnut stock with recoil pad. Stevens Model 77—same as 77-SC but without Super-Choke and recoil pad... \$62.50 (retail).



Fox Model B-ST... \$89.95 (retail) single trigger double barrel shotgun... has many fine-gun features at moderate price... chrome-plated single trigger (non-selective)... checkered beavertail fore-end... white metal bead sights... in 12, 16, 20 and .410 gauge. Fox Model B—same as B-ST but with 2 triggers and standard fore-end, \$79.95 (retail). Stevens Model 311—popular double barrel shotgun. Top dependability at moderate price \$63.50 (retail).



Savage Model 24... \$39.75 (retail) the most versatile gun your customers can own... only one of its kind in America... a precision .22 cal. barrel for plinking, target shooting or small furred game... lower barrel for flying pests, game or targets. Perfect for beginner... lightweight, compact and streamlined.

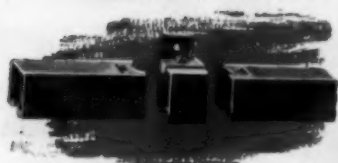
STOCK—DISPLAY—SELL... the fastest selling rifles and shotguns in the world—Savage, Stevens and Fox. All prices subject to change.

**Savage**  
TRADEMARK  
SAVAGE • STEVENS • FOX FIREARMS

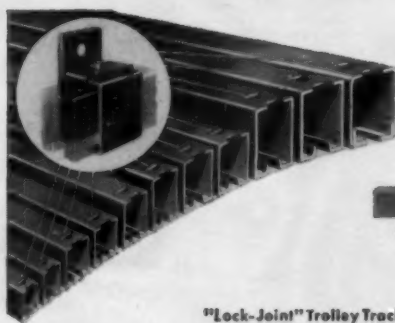




# Quality and Service



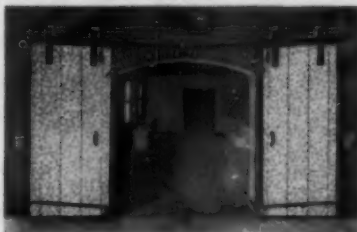
**Patented "Lock-Joint" Trolley Track.** Made only by Richards-Wilcox, features locking bracket which forces track ends squarely and securely together. "Lock-Joint" permits run of track any length, and providing virtually one-piece construction.



**"Lock-Joint" Trolley Track and Ball Bearing Door Hangers.** For doors of all sizes and weights up to 3,000 pounds. Track and trolleys are available in a wide range of sizes, and also in complete "packaged" units that include all necessary hangers, track and hardware for doors of any specified size. Finished in long-lasting, distinctive, weather-proof "battleship gray" enamel.



**"Super-R-Way" Doors.** For factories, freighthouses, warehouses, etc. Tongue and groove wood panels in welded steel frame. Electrical operating equipment also available.



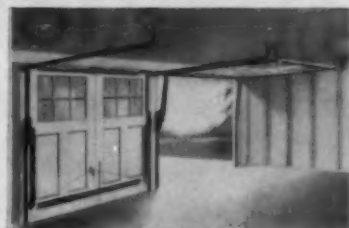
**Fire Doors and Hardware.** Underwriters and Factory Mutual Laboratories approved for class A, B, C, D, E and F openings. Doors available in flat-surface steel or corrugated sheet-metal construction. Flat or round track, single and double-link hardware. Sliding, hinged, or vertical doors.



**Latches, Hasps and Door Bolts.** Richards-Wilcox offers a complete and outstanding line of hardware for heavy doors of all types and sizes. Shown here is a No. 225 steel latch for swinging doors up to 3 inches thick. For barns, warehouses, garages, sheds, etc., you can rely on R-W for the right door hardware.



**Vanishing Door Hardware.** "Silver-Streak" Hanger and aluminum track. For residential vanishing doors in closets, kitchenettes, wardrobes, etc. Can be used in 2" x 4" studded wall. Precision ball bearing hangers—tops for silent, smooth operation.



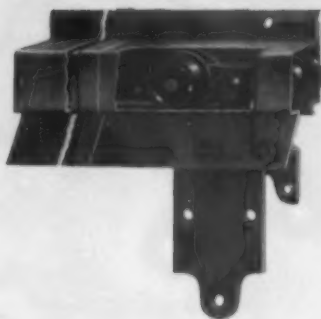
**Overhead Garage Door Hardware.** R-W "999" Overhead Garage Door Hardware Kit. Complete set of hardware necessary for installation of new doors or conversion of hinged doors. Available for openings up to 16 feet wide by 8 feet high. Easy to install. Automatic electronic operating equipment also available.



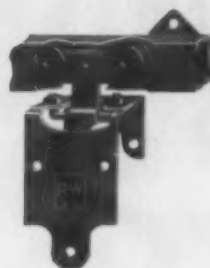
# Unsurpassed Since 1880



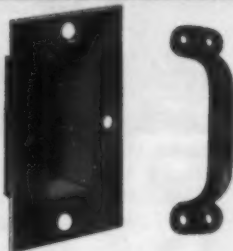
**"BLUE STREAK"** Self-Lubricating Door Hanger. Has OILITE BRONZE BEARINGS that outwear other roller bearings 3 to 1. For all sliding doors weighing up to 300 pounds. Used with "Lock-Joint" Trolley Track.



**Enclosed Barn Door Hangers and Track.** For doors up to 300 pounds each. No brackets required. Roller bearing wheels—telescopic track-ends for perfect joints.



**"EaR-Way"** Trolley Track and Hangers. For doors weighing up to 200 pounds. Ideal for parallel door use. Includes "Lock-Joint" bracket feature that provides secure, silent connections of track lengths. Roller or ball bearing hangers.



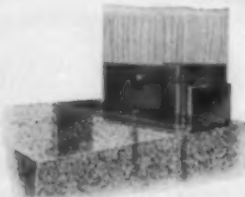
**Flush Pulls, Bow Handles, etc.** R-W offers a wide variety of flush pulls for all types of sliding doors. Available in steel, malleable iron, brass and bronze. Bow handles in steel or malleable iron for light or heavy doors.



**Stay Rollers, Floor Guides, Bumpers, etc.** For inside or outside sliding doors, R-W provides the hardware your customers need. Frame-mounted or lag screw stay rollers for barn doors; heavy duty models for extra-rugged use. Shown here is a No. 53 adjustable, reversible barn door stay roller.



**A Full Selection of Hinges.** The R-W line includes a broad assortment of all types of swinging door hinges. Butt, surface, strap, jamb or invisible hinge, R-W has it. Heavy strap hinges for larger, heavier doors have hardened disc or ball bearings for long wear and easy swing. Shown here are two types of the many heavy duty hinges available.



**Studding Sockets** for cribs, machine sheds, barns. Anchors studdings and corner posts direct to concrete floor or foundation. Greater strength—no wood sills to split or rot. Heavy galvanized steel. 2 x 4, 2 x 6, 2 x 8, 3 x 8, and 4 x 8 size.

## Get "DooR-Ways" Free!

Dealers, builders and architects are welcome to a complimentary subscription to "DooR-Ways"—our quarterly publication containing valuable suggestions plus detailed data on all new R-W products and applications. Write today—start getting yours at once.



# Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

336 THIRD STREET, AURORA, ILLINOIS

*Your customers want*

Reliable engines with RECOIL STARTERS  
and SILENT MUFFLERS —

SIDE-EJECTION

of cuttings —



EDGE-TRIMMING — a good

LEAF PULVERIZER — and real

MOWING SAFETY

*so of course  
they want*

ALUMINUM-BASE  
**LAZY BOY 21's**



**VS701-G**

Direct drive 21" trimmer mower, 2 H.P. CLINTON or BRIGGS & STRATTON engine with recoil starter and silent muffler, \$5.95 leaf pulverizer included at no extra charge.

**B400-G**

Belt drive 21" trimmer mower (no bent crankshafts!) 2 H.P. BRIGGS & STRATTON or CLINTON engine; recoil starter and silent muffler, \$5.95 leaf pulverizer included at no extra charge.

*Self-Propelled*  
**SP501-G**

Free-wheeling self-propelled belt drive 21" trimmer mower; 2 1/2 H.P. BRIGGS & STRATTON or CLINTON engine with recoil starter and silent muffler, \$5.95 leaf pulverizer included at no extra charge.

**BELT DRIVE**  
No bent crankshafts  
or costly repairs!

**ROTARY  
TRIMMER MOWERS**

Our new 1956 line proves again that "if it makes mowing easier, Lazy Boy has it" . . . and at a reasonable price! These powerful and efficient machines are easy to start, easy and quiet to operate, and safe from the hazards of unguarded blades; even at lowest cutting height, blade stays safely inside the deep-draw housing. In addition we offer three BELT DRIVE models, the only construction that eliminates bent crankshafts and expensive repairs.

Get all the facts NOW!

STEEL-BASE  
**LAZY BOY 19's**

SIDE-EJECTORS with  
RECOIL STARTERS and  
SILENT MUFFLERS; and  
LEAF PULVERIZERS.



**VS301-G**

Direct drive 19" trimmer mower, 4-cycle BRIGGS & STRATTON or CLINTON engine. Wheel-set height adjustment.

**B200-G**

Belt drive 19" trimmer mower, 4-cycle BRIGGS & STRATTON or CLINTON engine. Wheel-set height adjustment.

Also available—  
E1033-G—same as VS301-G  
above but with 3400  
R.P.M. DELCO electric  
motor with automatic  
overload switch.

**SOLD ONLY THROUGH HARDWARE WHOLESALERS**

Built by one of  
the nation's **FIRST** manufacturers  
of rotary power mowers . . .

ASK YOUR DISTRIBUTOR, OR WRITE TO  
DEPT. 5H

*Lazy Boy*

LAWN MOWER CO., INC.  
301 W. 73rd., Kansas City 14, Mo.

# DAVIS power mowers in your store mean **FASTER, EASIER SALES**



**NEW SEAHORSE RIDING MOWER**

Model 500  
22" reel type with 4 cycle Briggs  
& Stratton engine  
Automatic clutch  
Suggested list . . . . .

**\$159.95**

## ONLY DAVIS OFFERS YOU ALL THESE FEATURES

- ... for fast sales, consumer satisfaction and big profits:
- A complete line of 20 hand, reel and rotary mowers.
- Nation-wide parts and service program.
- National advertising that presents you before the customers in your store.
- Fine quality and exclusive features that come from 55 years of manufacturing knowledge.
- A line backed by standardized safety features such as those:
- Shatter-proof magnesium aluminum alloy safety decks.
- New staggered wheel, non-scalping design.
- New electric features.
- New light weight 4 cycle engines.
- Leaf pulverizers.
- Remote throttle controls.
- Shock-resistant, fold floating handles with easy-to-store position.
- Smart, modern streamlined styling.

**Now a complete line of 16 Power Mowers  
priced to sell as low as \$44.98**



**THE SHARK**

Model 55/60

22" reel type with new light-weight Briggs & Stratton engine  
Self-aligning cone and ball bearing  
Headlights  
Floating handle



**THE SAILFISH**

Model 501

Pressed steel 18" rotary with light-weight 4 cycle engine  
Throttle control, side ejection and non-scalp, off-set wheels  
Leaf pulverizer.

**mail this coupon  
NOW!**

**G. W. DAVIS CORPORATION  
RICHMOND, INDIANA**

Please send us colored literature and prices

Name

Company

Street

Zone  State

# YOUR CF&I-WICKWIRE WAREHOUSE



GOLD STRAND® WICKWIRE  
WIRE SCREENING



PERFECTION DOOR SPRINGS



QUICK HITCH  
GATE SPRINGS



WISCO®  
FLEXIBLE WIRE  
CLOTHES LINE



100-TWIST®  
POULTRY NETTING



CF&I HARDWARE CLOTH



100-TWIST® POULTRY NETTING



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE

...for speedy shipments  
of quality  
hardware products

There's a CF&I-Wickwire Warehouse, ready to serve your hardware needs, as near as your phone. A network of warehouses, ideally situated in eighteen key localities throughout the United States, puts the many CF&I-Wickwire hardware items at your door within hours, if necessary. And you can order a large share of your needs from one source—the CF&I-Wickwire line is complete and diversified.

This means big savings on shipping charges and storage space. And, because stock is so readily available,

you need not tie up working capital with big inventories to meet seasonal demands.

In addition, CF&I-Wickwire Hardware Products have an attractive appearance and established reputation that helps them sell themselves . . . and the skilled workmanship that goes into them assures long, dependable, trouble-free life and continuing customer satisfaction.

Next time, order from the *one source*—CF&I-Wickwire. Specify CF&I-Wickwire Hardware Products for speed and quality.

## FREE SALES AIDS



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



WISCO® FLEXIBLE WIRE CLOTHES LINE



# IS ONLY A PHONE-CALL AWAY

BUFFALO • CLINTON, MASS.

NEW YORK CITY • PHILADELPHIA • ATLANTA •

PITTSBURGH, PA. • NEW ORLEANS • CHICAGO • WICHITA •

HOUSTON • DENVER

SALT LAKE CITY

PHOENIX

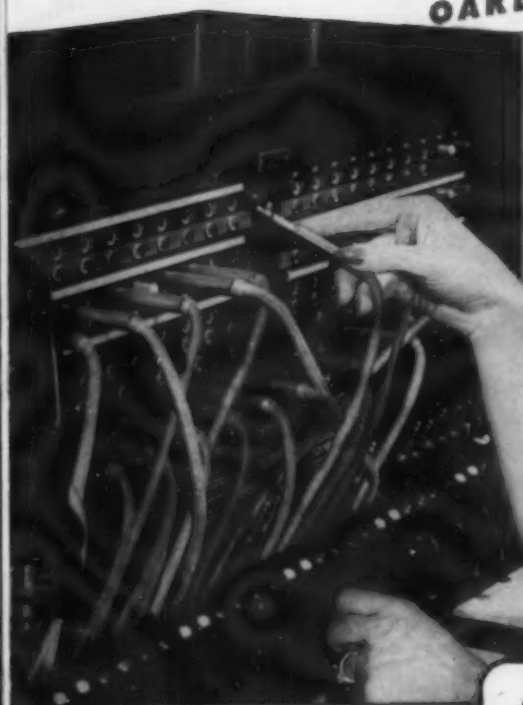
PUEBLO, COLO.

OAKLAND

LOS ANGELES

SEATTLE •

PORTLAND, ORE.



**CF & I-WICKWIRE**  
**HARDWARE PRODUCTS**

THE COLORADO FUEL AND IRON CORPORATION



THE COLORADO FUEL AND IRON CORPORATION:

Albuquerque • Amarillo • Billings • Boise • Butte • Casper

Denver • El Paso • Ft. Worth • Houston • Lincoln (Neb.)

Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • Seattle • Spokane • Wichita

WICKWIRE SPENCER STEEL DIVISION: Alberta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

# PACKAGED



# SELLS ON SIGHT

It's a fact. Packaged rope offers you the greatest profit opportunity—often doubles or triples sales at no extra selling cost, and when you sell nationally advertised Plymouth you sell a quality product made by the leader in the cordage field for 132 years.

Whatever your location and the needs of your customers, Plymouth can supply the right combination of rope and twine, plus the eye appeal that means buy appeal.

Carry the complete Plymouth line. Ask your distributor's representative for the packaging and displays best-suited for your store.



## FIBRE-WHITE CLOTHESLINE—

The clean looking line that stays white, does not absorb water or dirt, won't swell, holds any type clothespin firmly. It's a low-cost PlymKraft product that is doubling in sales.

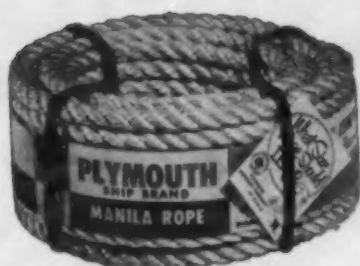


## DACRON YACHT ROPE

A high tensile strength rope. Resists rot, teredo and other marine microorganisms. Elasticity is less than half that of nylon rope, slightly more than manila.

## NYLON YACHT ROPE

High tensile strength, long-lasting rope. Because it's so strong and requires no preservative, it makes the easiest-riding mooring and anchor line yet developed.



### THE HANDYPAK—

sells rope in 50' and 100' lengths. May be obtained in 13 assorted coils, of  $\frac{1}{4}$ ",  $\frac{3}{8}$ " and  $\frac{1}{2}$ " diameter rope, to serve as your basic, low inventory stock.



### CARTON PACKED COIL ROPE—

ideal for floor, shelf or counter display, keeps rope clean, easy to handle, easy to use, easy to sell—in half and full coil.



### WATER SKI ROPE

Three rope types available, Yacht Manila, Linen and Polyethylene. Each towline 75' long with 5" eye for towing, and a 12" wood handle.



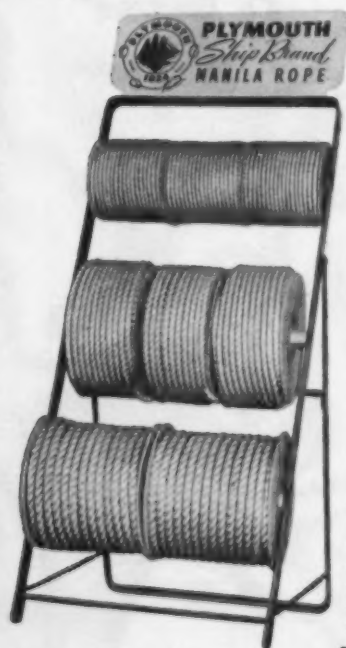
### YACHT MANILA ROPE

Made from very choicest of manila fibers. Excellent for sheets, halyards and all other running rigging of yachts and other pleasure craft. Also linen yacht rope. A soft, smooth, white rope made from fine yarns spun from carefully chosen flax. A new treatment gives it water resistance and flexibility even when wet.



### NYLON STARTER ROPES

Will outwear 5 cotton starter ropes. Comes packaged, 12 ropes to an attractive display carton. Each nylon starter rope 3' long complete with smooth wood handle.



### PLYMOUTH SHIP BRAND MANILA ANCHOR LINE

A specially treated rope for anchor lines. Takes up almost no water at all, is mildew proof and long wearing. Stays easy to handle when wet.

### THE SALESPAK—

takes little floor space. Equips you to sell rope off the spool in any length up to 300'. Supplied free with basic 16-spool inventory of 3 best selling sizes of manila, sisal, nylon or dacron fibers.

## Plymouth Cordage Company

Plymouth, Massachusetts • New Orleans, Louisiana





# Ideal

BRASS WORKS, INC.  
250 E. 5TH ST.  
ST. PAUL 1, MINN.

## BUILDERS' HARDWARE SPECIALTIES

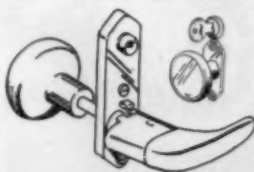


**DOOR CLOSER and CHAIN PROTECTOR**  
No. 80 with chain hold-up spring. Self-lubricated. 10 year guarantee.



**DOOR CLOSER**

No. 90. Self-lubricated. Enclosed shock absorber spring.



**NO. 1981 KNOB LATCH**  
Only  $\frac{1}{4}$ " hole thru door. No. 1985 key operated Knob Lock.

### LATCHES



**NO. 155 IDEALOX AND NO. 151 IDEALATCH**  
with or without key locking. Only three  $\frac{1}{8}$ " holes to install.



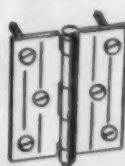
**NO. 21 ONE-BORE PUSH PULL LATCH.**  
Solid brass. Simple, fast installation.  
**NO. 1121**  
Plated steel and stainless steel.

### Ideal HINGES

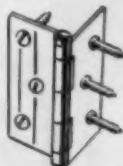
Double purpose—reverse one leaf—full surface and half surface. Full mortise and half surface. Stainless steel, solid brass and plated steel.



**FULL MORTISE**



**FULL SURFACE**



**HALF SURFACE**

All Ideal hinges available with bronze oilite bearings for up to 20 times longer life on high frequency and commercial doors.

### STORM AND SCREEN DOOR SETS



Compact, complete time saving sets.

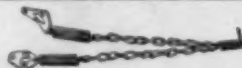


No. 80-323 or No. 80-324 includes hinges, latch, closer and chain.  
No. 33 or 34 includes hinges, latch, new adjustable spring and chain.



### ADJUSTABLE DOOR SPRING

No. 66. Quick, simple positive adjustment... just turn end in or out.



No. 101 with hold-up spring and double headed nail.

### STORM DOOR CHAINS

Extra strong, heavy cadmium plated



### "QUIKI"

#### WINDOW CONTROL

Long life. Stainless steel. Quick installation in new or old windows.  $1\frac{1}{4}$ " regular, 1" available.

### NEW NO. 10 FLEX-IT DOOR STOP

Prevents injury or damage—spring steel stop screws into separate base. Rubber tip will not mar door.



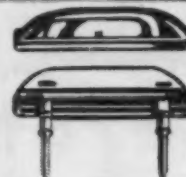
### CABINET CATCH

Wide latching range

No. 77 with ball strike  
No. 97 with formed strike  
No. 87 with both strikes

### SNAP-ON SASH LIFT

No. 600. Sturdy, streamlined solid brass—all finishes. Simple to install or remove.





announcing the  
**NEW REMINGTON**  
**Sportsman-58**

WITH  
EXCLUSIVE

**POWER-MATIC** ★  
ACTION

**AUTOLOADING  
SHOTGUN**

3-Shot Capacity

AVAILABLE IN 12 GAUGE  
SPORTSMAN - 58ADL  
AND HIGHER GRADES ONLY.  
SEE SPECIFICATIONS ON  
REVERSE SIDE.

**LIGHTER WEIGHT**  
**LIGHTER RECOIL**  
**FASTER HANDLING**  
**FASTER SHOOTING**

\* Power-Matic principle introduced for the first time on the famous new Remington Model 740 Woodmaster® and now in use by scores of thousands of big game hunters all over the world!

**\$129.95**

*the only autoloading shotgun  
with all these features!*

- Remington POWER-MATIC action that softens recoil.
- Fastest loading shotgun ever made.
- Light weight (about 7 lbs.) that makes handling faster . . . carrying easier.
- Fast, easy take-down.
- Barrels can be interchanged without adjustment.
- Non-recoiling barrel.
- Double action bars.
- "Dial-A-Matic" load control.
- New, beautiful wood and metal finishes.
- Game scenes and fine scroll inscribed on receiver.
- Perfect, hand-fitting grip.
- Balance where it belongs.

†RETAIL PRICE SUBJECT TO  
CHANGE WITHOUT NOTICE

**Remington**  
**DU PONT**

THE OLDEST GUNMAKERS IN AMERICA PRESENT THE NEWEST GUNS

# 9 important reasons why every hunter will want to own a Remington Sportsman-58

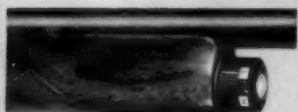


1

**REMINGTON POWER-MATIC ACTION** softens recoil. As gas moves the Power-Matic piston rearward there is a forward reaction on the gun, opposing and slowing recoil and softening its effect on the shooter's shoulder.

**NEW WOOD, METAL FINISHES.** Special new wood finish brings out and "windows" the rich walnut grain in a durable high gloss. New velvet-smooth metal finish on receiver and bolt gives greater wear and rust resistance . . . Insures dependable, lightning fast operation.

2



3

**"DIAL-A-MATIC" LOAD CONTROL.** With exclusive "Dial-A-Matic" load control and Power-Matic action, Remington Sportsman-58 is the only gas-operated autoloading shotgun that insures positive, dependable operation and lightest recoil with all standard-length (2 3/4") shotgun shells—magnum and regular. Instant finger-tip adjustment . . . dial "L" for light (low-base) loads, "H" for heavy (high-base) loads.

**TRIGGER FINGER DOES ALL THE WORK.** Hands never leave shooting position—one squeeze and the fast autoloading action chambers another shell, ready to go. Barrel is non-recoiling.

4



5

**BALANCE WHERE IT BELONGS.** The Sportsman-58 is designed without compromise to be the fastest-handling, fastest-pointing autoloading shotgun ever made. Swing and follow-through are smooth and natural. Light weight (about 7 lbs.) is scientifically distributed for optimum handling and shooting ease.



6

**SUPREME DEPENDABILITY.** High speed camera photographs Sportsman-58 cycle of operation to make sure moving parts are perfectly synchronized. Severe laboratory torture tests duplicated toughest tropical and arctic climates to insure dependable functioning under all shooting conditions.

**QUICK-CHANGE BARRELS — EASY TAKE-DOWN.** Switch barrels of appropriate length and choke for whatever kind of hunting or shooting is desired — in seconds. Sportsman-58 barrels are completely interchangeable — need no special fitting. Barrel and fore-end are disassembled in one motion. Trigger assembly comes out as a unit simply by removing 2 pins. No tools required.

7



**FASTEST-LOADING SHOTGUN EVER MADE!** Chamber one shell and load the second shell in the magazine in one motion! 3 shells can be loaded in 3 seconds. To single-load, simply drop shell in port and press action release.

8



9

**INSCRIBED GAME SCENES.** Decorative game scenes and fine scroll are inscribed on both sides of Sportsman-58 ADL receivers, further enhancing the beauty of this streamlined autoloader.

## SPECIFICATIONS

**SPORTSMAN-58 ADL** **STYLE** 3-shot auto-loading shotgun—take-down, hammerless, solid breech. **GAUGE** 12 gauge. **BARREL** High strength Remington Proof steel. Improved cylinder, modified, full choke, Remington Special Skeet boring. Lengths — 26, 28, 30 inches. Maximum strength for modern heavy loads, including standard-length (2 3/4") magnums. **SAFETY** Convenient cross-bolt type. **RECEIVER** Extensively inscribed game scenes and fine scroll; matted top surface. **STOCK & FORE-END** American walnut, checkered. Pistol grip with decorative grip cap. Black butt plate. **STANDARD STOCK DIMENSIONS** 14" long, 2 1/2" drop at heel, 1 1/2" drop at comb. **WEIGHT** About 7 lbs. **EXTRAS** (available at additional charge): special drop or length of stock, recoil pad, ventilated rib barrel.

## AVAILABILITY

Available in 12 gauge.

*The Oldest Gunmaker in America Present the Newest Guns*

*Remington*



## For 18 Consecutive Years—

Each April issue of SOUTHERN HARDWARE, for 18 consecutive years, has been a special wholesalers' issue. Principal feature articles, in that one special issue each year, have covered the hardware wholesalers' functions and services as well as his management and operating problems. Many of these feature articles have been prepared especially for this issue by prominent Southern hardware wholesalers.

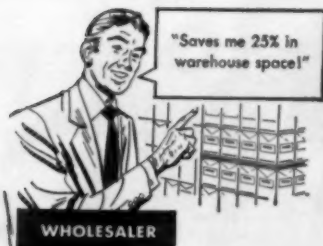
Over the long period of years, these annual wholesalers' issues have covered all phases of wholesale hardware operations.

Included among the subjects covered in these April special issues have been such varied problems as buying, selling, training of salesmen, promotion of specialty lines, preparation of dealer sales promotion material, inventory record systems, warehousing, trucking and delivery problems, and many others.

These annual special issues have served to acquaint both retailers and manufacturers with the importance of the hardware wholesalers' functions and the value of his services. They have "taken off the wraps" from the operations of the somewhat misunderstood and often little appreciated "middleman" in the distribution of hardware. But, of more importance, they have helped to promote greater efficiency and economy in hardware wholesaling throughout the South.

For 18 consecutive years these April special issues have been devoted primarily to turning the spotlight of publicity on wholesaling. As an independent trade magazine for all branches of the hardware industry—retailers, wholesalers and manufacturers, alike—SOUTHERN HARDWARE will continue to render this important service in the form of an annual April Special Wholesalers' Issue.

# EVERYBODY PROFITS WITH **DIXISTEEL** TRADE MARK **NAILS**



## IN THE HANDY NAIL CADDY

All types, sizes and finishes of top-quality DIXISTEEL Nails come to you in the handy DIXISTEEL Nail Caddy—the specially designed, reinforced fiberboard container that has taken the place of old-fashioned wooden kegs!

Now when you order DIXISTEEL Nails you get the latest thing in modern packaging—a package that is easier to handle, store, use and display. In a nutshell, a package that is more profitable for everyone—from the wholesaler right on down to the man who swings a hammer.

Order, stock, display DIXISTEEL Nails in the DIXISTEEL Nail Caddy—the best thing that has happened to nails in 100 years.



## ATLANTIC STEEL COMPANY

ATLANTA 1, GEORGIA — EMerson-3441



**A tendency to emphasize volume rather than profit has helped bring on the industry's current "profitless prosperity." There must be adequate compensation for services performed if investments are to be protected**



## IT MUST ALSO MAKE NET PROFITS

**By R. M. MILLER**

**President, Southern Wholesale  
Hardware Association**

**T**HE HARDWARE business has always been regarded as one of the most satisfactory businesses in which anyone could engage, either at wholesale or at retail. The reasons are probably familiar to most of the readers of this publication, but we might review them very briefly.

For the most part we have never had to consider style changes, nor has depreciation been an important factor. In consequence, we haven't had the problem of putting on seasonal clearance sales or taking other frequent drastic measures to avoid heavy obsolescence expense.

Since we handle thousands of different items, many of them of a rather technical nature, we do have something of a problem in maintaining well-balanced inventories and we need trained, experienced hardware men in all phases of the business. But for

these reasons, the business has not been attractive to those without experience in it, and there has been less of a competitive problem than in many other lines of trade.

The merchandise we sell is not used up or worn out quickly, which means that our rate of stock turn is low. But that may be regarded as an advantage in that most chain-store operators do not look with favor on lines which turn so slowly.

The chains thrive on merchandise that is in rapid repeat demand—groceries, drugs, wearing apparel or other merchandise on which the rate of stock turn may be six, eight or ten times a year. In contrast, the consumer will buy a hammer or a sauce pan for several years' use, so our stock turn at retail averages little more than two times a year, and at wholesale less than four times.

It is characteristic of chain-store

operations, too, that most of the merchandise handled is well adapted to self-serve merchandising; it requires no technical explanation or sales story. But when the customer walks in a hardware store, he usually needs and expects some expert advice on the selection and use of the tool or other item he expects to buy.

It is largely for these reasons that the hardware business has always been a business of independent operators. Most hardware stores, or other stores with substantial hardware departments, have been and still are independent units, locally owned and under local management. This is also true in the wholesale branch of the trade—in striking contrast with such other lines as drugs, electrical supplies, automotive parts, etc., in which wholesale chains are quite common if not dominant.

These are some of the reasons, too, that the hardware business has always been regarded as a business of substantial size and a permanent type of operation. There is less mortality in the hardware business than in almost any other. There are many hardware concerns in the South, both retail and wholesale, which have operated continuously under the same name and same family ownership for 50 to 100 years, and more. As to size, the typical retail hardware business in this section has an annual volume of close to \$100,000, while the typical wholesale business—over the South, anyway—is a multi-million-dollar operation.

Net profits of manufacturers have risen to peak levels in recent years, but in many lines of trade the profits of wholesalers and retailers have been steadily shrinking. This is true in the hardware field. The situation will probably right itself in time; for there are no short-cuts in distribution without sacrifice of essential services, and there have been periods of "profitless prosperity" before. But meantime the situation is one which has caused much concern among hardware distributors throughout the nation

So we have a valuable heritage in the hardware business. It is something in which we have assets which should far outweigh the actual invested capital. These assets are the training, the experience and the ability of our personnel, and the prestige and good will which have been built up for our respective businesses through the long years of capable and conservative management.

#### **Profit Essential**

There is one more all-important factor which will determine whether we are to safeguard this heritage and continue to build up these assets. That factor is—profit.

During the last five or six years there has been a rather steady decline in profits in both the wholesale and retail branches of the trade. This has proceeded to the point where in many operations during the last two years, the net after taxes has scarcely been sufficient to pay even a nominal return on the capital invested in the business.

What are the reasons for this trend? In general, it is what might be expected in any postwar period after wartime shortages have been overcome, the pipelines of supply have been filled to overflowing, and aggressive competition has returned to the market place. It happened some six to ten years after World War I, during what were then referred to as the years of "profitless prosperity." It is hap-

pening again today, and not only in the hardware trade but in other lines of trade handling the distribution of "hard" goods—such as automobiles, automotive parts and supplies, electrical appliances, and similar lines.

In these other trades, too, there is general complaint that while volume has been maintained at a high level, profits have dwindled to an alarming extent. And in these other industries, just as in hardware, we note that at the same time that distributor profits have been sliding off, the profits of manufacturers have been climbing to all-time-high levels. In the automobile industry, for instance, the average net profits of the car dealers the last two years was at a record low point while the net profits of the "big three" car manufacturers climbed to an alltime high. Obviously, if this trend were to continue, the manufacturers might find in time that they would have to do their own retail selling.

#### **Factory Pressure**

From this analysis of the situation we reach the conclusion that factory pressure for volume must be responsible, in some measure, for the "profitless prosperity" which is found in many lines of trade today. This pressure may be reflected in a tendency to set up an excessive number of distribution outlets, establish margins which do not permit either wholesaler or retailer or both to operate

at a profit, or in other measures which may weaken the producer's established channels of distribution.

This insistence on attaining new high sales records year after year is understandable. It is a part of the game. We all like to reach or exceed the goal which is set; and in our business operations—whether manufacturing, wholesaling or retailing—the goal is likely to be some sales total higher than was reached last year. But we should understand the possible hazards involved if sound business practices and policies are sacrificed in the race for volume.

#### **Record Speaks**

This dissertation is supposed to apply primarily to the wholesaler—and, more particularly, to the hardware wholesaler. He needs no defense; the record speaks for itself. The wholesaler never could have attained his present dominant position in the distribution of hardware and allied lines except for the fact that he has rendered an indispensable service to both manufacturer and retailer—and unless he had rendered that service efficiently and with reasonable economy.

Yet, some explanation may be in order; for even in the industry itself there seem to be many who do not fully appreciate the importance of the wholesaler's functions and the value of his services as a  
(Continued on page 100)



A copy of the original order, extended and totaled, becomes customer's invoice

## ***What Happens to*** **A DEALER'S ORDER?**

The importance of the hardware wholesaler's functions and the value of his varied services are made clear in the exclusive SOUTHERN HARDWARE picture story which follows. It traces the path of a retailer's order from its origin, through a typical wholesale hardware house, to final delivery of the merchandise. This one small, below-average order requires the personal attention of more than 30 people in selling; in order checking, picking and packing; and in all the essential office routine

## What happens to A DEALER'S ORDER?



Raymond Moore, city salesman for Fones Brothers, checks one section of stock in Graham Hardware in North Little Rock, Arkansas. It was January and time for thoughts of fishing tackle stock for the spring sales season



Moore brings along a sample, in this case, a power saw, in which he seeks to interest W. A. Graham who operates store in partnership with father



Dealer Graham checks his needs with his want book while Salesman Moore, with catalog outspread on table, writes up order. Moore complained about being connected with such a small order as used here for illustration

**T**HE traditional channel of distribution in the hardware industry runs from manufacturer through wholesaler to retailer. Because of long-proven economic advantages, this is the route traveled by most merchandise which is the bread and butter (and even the sugar) of the hardware trade.

In an industry which comprises so many and widely varied lines of merchandise, the efficiency of this long-established method of distribution is seldom questioned seriously. Rather, it seems to be one of those things which is just taken for granted—and perhaps with little curiosity about what is involved in that route of merchandise for the member of the team in the middle of it all, the wholesaler.

### Understanding Needed

Indeed, it appears that the manufacturer and the retailer, at opposite ends of the route, and busily occupied with their own immediate problems, usually have only a vague conception of what is involved for the wholesaler in processing one dealer order for merchandise. Wholesaling, moreover, being one step removed from the consumer level, is perhaps less appreciated as well as less understood in relation to its importance to the distribution system.

Actually, wholesaling requires a vast backlog of experience and know-how, adroit dovetailing of manifold duties, skill in management and perfection of a routine that swallows a mountain of detail in stride—a routine so finely polished that no friction impedes the flow of goods. Seeing a wholesaler's organization at work from the inside leaves the conviction this is not mere commerce, but an art and a science where a profit is realized.

What happens when a retailer orders merchandise?

SOUTHERN HARDWARE decided to trace by word and, largely, by picture, a retailer's order through a wholesale establishment so there will be better understanding of the problems of the institution in the middle—the wholesaler. It is ac-



knowledge throughout all industries that relationships improve in any one industry in proportion to the level of understanding between segments of that industry.

For such an exposition, Fones Brothers Hardware Co., of Little Rock, Ark., was selected. This firm is, in many respects, typical of hardware wholesaling in the South. Col. Robert H. Baker, company president, contends that the operation of Fones Brothers is, in a general sense, no different from that of other Southern wholesalers. Broadly interpreted, his contention is probably accurate, yet there are many variances in procedure among wholesalers in minor details of processing an order, both in the warehouse and in the office.

Nevertheless, since there are certain basic steps involved in processing an order and getting merchandise to customers, procedures conform generally to a certain pattern, if not in the exact technique applied to produce the same end result.

#### **Equipment**

Let us start with some of the mechanical-handling equipment now used in many wholesale hardware warehouses.

It is now quite common for wholesalers to make use of the free pull of gravity, supplementing this with power in forms that function best according to architecture and arrangement of the building. In the case of this wholesaler the force of gravity is utilized through a metal, spiral chute, down which all merchandise suitable for such handling moves. The chute originates on the fourth floor, or top floor, is accessible on both the third and second floors and terminates on the first, or shipping floor. Because of its structural nature, gravity supplies both motive and braking power, the latter resulting from the additional employment of centrifugal force, which retards speed of packages in their spiral descent.

In the firm's warehouse No. 2, gravity and electric power are used in combination in a conveyor system that employs an endless rubber belt to feed merchandise to a



After day's work is done most salesmen mail their orders to the wholesale house, as illustrated in this posed picture by Salesman Moore. Being a city salesman he actually turns his orders into the house every morning



On arrival at the house, all mail is accumulated at the mail desk where a mail clerk sorts out the orders which are then delivered to the merchandising department. With them is Moore's order from Graham Hardware store



In merchandising department, order is first "edited." This means it is checked to see that each item is priced, and examined to be sure it is correct. Shipping instructions are checked, back orders, if any, attached

**What happens to  
A DEALER'S ORDER?**



Proceeding on its way, the order goes next to the credit department. Here, the credit manager is giving his approval with a check mark at the proper point on the order. Most credit managers are thoroughly acquainted with customer ratings and seldom need a reference file



Order then is passed to clerk who gives it a registration number which also is an invoice number. If floors other than third and fourth are involved, needed copies are made. Clerk assigns first floor bin number where items ordered will be collected for shipment to the customer



By pneumatic tube, original order is next sent to fourth floor. However, cylinder carrying order goes first to second floor central station of tube system, shown here. Clerk then re-routes tube with order to fourth floor



On fourth floor, floor manager assigns order to an order clerk. Floor is devoted entirely to broken package merchandise and shelf hardware. Two-wheeled cart is convenient for gathering or "picking" items in the order



Left, order clerk delivers merchandise to packing counter. Here, the order is being checked by a fourth-floor checker. Packers, shown here, work the length of the packing table and when they finish with an order they mark on the carton the first floor bin number that was assigned in the office. Merchandise involved in various orders is segregated into sections by movable dividers

ball-bearing roller conveyor, or vice versa. Two such installations are in use, one to unload cars and move merchandise to the second floor, or move the merchandise from second to first floor. Another is utilized in getting merchandise to and from the basement level.

Colonel Baker reports that cost and installation of this conveyor system was only 10 percent of the cost of an additional elevator. And, obviously, with no more manpower required, the conveyor system offers the advantage of no interruptions to the flow of merchandise such as are occasioned by elevator trips.

Aside from the use of this mechanical-handling equipment, it is probable that the Fones Brothers warehouse operation follows a rather normal pattern. There are three elevators, two of 5,000 pounds capacity and one of 10,000 pounds, for movement of merchandise that is either bulky and heavy or of character unsuited to chute movement. Otherwise merchandise is moved by hand-propelled vehicles, mostly by use of the conventional warehouse float.

What economies are thus realized in time and labor in the warehouses is not established, at least on a basis that would permit comparisons by other wholesalers. It is obvious that to get such statistics a study involving a number of wholesalers would be required.

#### **Tube System**

Between the warehouse and the general offices, communication concerning the movement of merchandise is maintained by the pneumatic tube system. This is so widely used it need not be described in detail. Here the tube is used entirely to expedite the movement of orders to various stations in the general office and in the warehouse. From scattered stations, cylinders all go to a central station on the second floor of the warehouse, from where they are re-routed to destinations.

In the general office, wholesalers universally make use of the most modern equipment and systems, where they are compatible with hardware wholesaling, yet this particular house is utilizing a device that constitutes one of those possi-



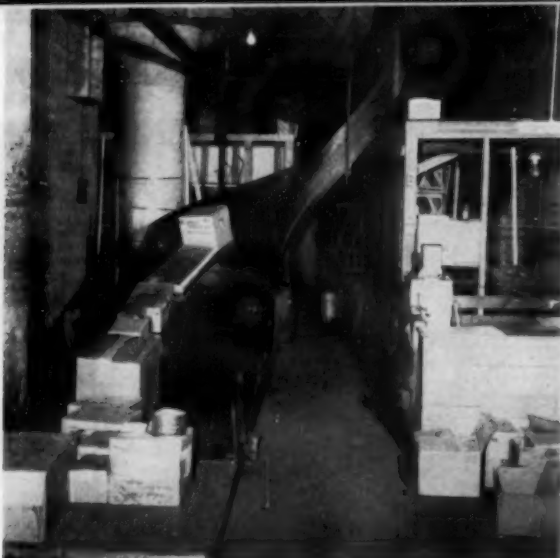
By moving a few steps from where they work, packers can place boxed orders on head of roller gravity conveyor system, which ends at lip of spiral chute. Only well-packed, otherwise suitable goods travel the chute



Boxes of merchandise tumble off end of gravity conveyor into mouth of spiral chute for journey to first floor. After order is filled from fourth floor, original goes to third floor, where stock consists entirely of original cartons. There it is filled and checked much as it is on fourth floor. On the second floor, also all-original cartons, Oxidid copy of order is used here. Only the floor manager is needed on second floor



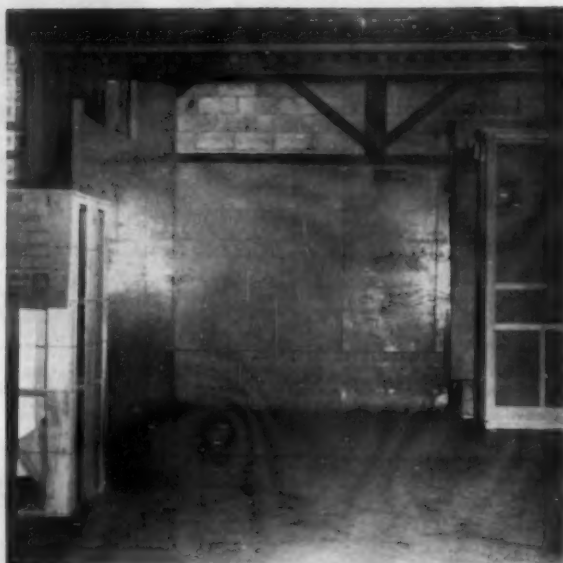
Between floors below the fourth, the chute is hand-loaded from the side as shown. Chute displaces less space than an elevator, as is obvious from this photo. Space nearby and under chute is available for storage



Merchandise reaches first floor terminus in manner shown here. An attendant is almost constantly on duty here to keep the goods moving to assigned bins. The attendant also tends elevators and waits on will-call customers



In right foreground, above, gravity conveyor feeds goods from railroad cars to endless rubber belt which takes merchandise upstairs. Similar combination at left moves goods into and out of basement. Picture below shows basement application of same system for moving merchandise in either direction. This installation was made for only 10 percent the cost of an additional elevator



Fragile, bulky or heavy merchandise is handled on one of three elevators, such as this one with part load including screen doors. Hot water tank at left came down this route. This and another elevator are of 5,000 pounds capacity. A third one is rated at 10,000 pounds



On first or shipping floor, merchandise is assembled in bins as previously assigned (this is No. 13) and as marked on cartons. Procedure is same for checking orders on common carriers and company trucks. For company trucks there is a loading schedule so that merchandise comes off in order along truck's route. Also, orders are worked in the order in which they go on truck. Orders, then, come off in reverse order according to route. For city trucks, all merchandise is collected at one point and loaded according to route that is to be served



## What happens to A DEALER'S ORDER?

ble variances among wholesalers in handling detail.

This is the Ozalid machine, and statistics are not available on how many of these—or other equipment that does similar work—are in use in wholesale offices.

The Ozalid machine is an imposing and, to the uninitiated, somewhat mysterious appearing metallic giant, combining mechanics and chemistry and towering above surrounding desks. Its function is to duplicate orders, or, for that matter, any document from which the office needs copies.

Ozalid will produce copies as long as clean sheets of paper are fed into the machine. This it does by chemical process, the details of which are not essential.

### Limitations

However, there are certain limitations involved with the use of an Ozalid. Paper for both original and copies must be translucent and the original must be written in either pencil or ink, whichever is preferred by the user. Green ink has been found to be the best medium for producing copies. Hence it is favored at Fones Brothers and salesmen all carry and use in writing their orders, heavy-line pens loaded with green ink.

Ozalid, which made possible a reduction of three in personnel and which shortens invoicing-to-customer time by at least one day, is now indispensable in this establishment. Some wholesaler customers want from two to five copies of orders. When a retailer's order involves warehouse floors in addition to the third and fourth, necessary additional copies for other floors are produced by the Ozalid machine. Copies of advance bookings on seasonal goods are produced here for all salesmen, who file the copies away for use next year. And Ozalid is put to many other copy uses.

But despite the Ozalid machine, gravity and power conveyors and any short cuts that management may have been able to devise, there is still a mountain of detail work in warehouse and office in delivering the items enumerated on just one dealer order.

By actual count, more than 30 persons, or one-third of the locally-



From bins, goods are moved into company trucks or common carriers by members of a crew of dockmen, one of whom is shown at right. One of the first floor "loaders," left, supervises all loading of merchandise, holds bill of lading and calls off and checks orders by both item and weight of item



One section of loading docks is shown in background. A comparable area of dock space is located at far end of building, around corner. A heavy snow, for Little Rock, had fallen the previous night, in mid-January



Company truck makes delivery of the order to Graham Hardware. Similar deliveries are being made all over the territory by long-distance company trucks and common carriers. But delivery of the merchandise to the customer does not mean that the wholesale house is through with the order

## What happens to A DEALER'S ORDER?



Meanwhile, shipping clerk on first floor has received original order and copies, if any, from floors above, by tube. He accumulates and matches up order and copies, indicates if merchandise was in stock and shipped or was cut out of order, generally writes the bill of lading. However, an assistant, stationed in the general office, writes many bills of lading



The original order leaves shipping clerk's office by tube and is delivered to the invoicing department, where it first goes to two cost clerks, shown here in the process of "costing the order." By means of the handy, hinged reference sheets these clerks figure costs by unit and by total



Desk arrangement places cost clerks within speaking distance of price clerks, shown here, who next work on order, extend invoice to get total

based personnel of this wholesaler, perform work in connection with one order that moves through the house. Local personnel is 93, not counting salesmen and truck drivers, but including executives, buyers and others whose services are not required in filling an order.

At least 95 percent of all orders arrive by mail. So the attention of an unrecorded number of postal employees is also required. And, if the order is delivered by common carrier, there is additional handling and paper work by an unrecorded number of persons, after the common carrier's representative, or truck driver, signs for the merchandise.

### 50 Involved

Therefore, it is quite possible that more than half a hundred persons are actively involved between writing of the order and delivery of the merchandise.

The order reproduced here was prepared in the Fones Brothers office and was deliberately below average in size, since one sheet of paper would best serve the purpose. It calls for merchandise in such categories that handling is required on all four floors of the No. 1 warehouse.

Most of the orders reaching this wholesaler involve more than one page; while a great many require anywhere up to 15 pages. However, larger orders merely involve more work for each of the individuals involved, not more people. And one reason for making this sample order below average was to demonstrate that an order listing a sub-normal number of items involves as much wholesaler personnel as does an order of multiple pages.

In the entire organization, no person handles the same order twice in its normal progress through the warehouse and office, although there is a possibility of some repetitive checking in the final stages of handling.

The semi-final stage finds the order coming eventually to the filing department where its journeys are, for all practical purposes, ended. Yet at this point there is in

## What happens to A DEALER'S ORDER?

effect a system of double-checking which will discover the loss of any one order which might have strayed at any point along the route in warehouse or office. A lost order could, obviously, mean failure to realize a sale or render normal service to a customer, therefore the checking system is highly important.

Within a short time after the order reaches the house, it is given a "registration" number and such numbers are recorded on registration sheets for identification of individual orders.

These registration numbers reach the filing department ahead of the original order. Here the registration sheets await arrival of correspondingly numbered orders after these make the rounds of warehouse and office.

When the original order, or orders, eventually reach the filing department, these are checked against the registration sheet. If there is a registration number, but no order with a corresponding number, it is assumed the involved order has been lost. Immediate steps are then taken to secure, from the tissue copies remaining in the salesman's order book, a copy of that particular order.

From that point, then, it is determined whether or not delivery was actually made to the customer and the necessary steps are taken to either charge the customer with the merchandise shipped, or make shipment as originally requested.

### Copy Filed

Thereafter, the copy disappears into a filing drawer, along with all original orders of that date and, except for unexpected causes which require checking into old orders, they are forgotten by the house.

However, there remains one final handling, which assigns orders to oblivion as far as legible records are concerned. When orders have aged for three years in the files they are removed and, with other obsolete records, are sold for scrap paper—a touch of frugality familiar, no doubt, to most Southern wholesalers.



Thereafter, the original order goes to the invoicing clerk, at work producing copies from the Oxalid machine. Oxalid eliminated three clerks, shortens by at least one day the time required to invoice customers. The order goes next to the Kardex department, right. Three girls maintain perpetual inventory, deducting from stock totals all goods on dealer orders



Accounting department manager, standing, seldom gives personal attention to an order, but supervises three assistants. One posts debits, another posts credits (if any) and a third functions as sales analysis clerk. Latter includes sorting and collecting orders written by each salesman, figuring costs and selling prices on each order to determine the profit



Filing department covers relatively large area of office, requires two girls constantly. Original orders are filed for three years, then sold as scrap paper. Expended order books are filed by dates. In the filing department registration numbers for individual orders are maintained by sheets and are checked against orders before filing. If there is no matching order for a registration number it is assumed the original has been lost and a duplicate can be made from "filmy" in salesman's order book



# TEAMWORK SMOOTHS THE ROUGH SPOTS



- Wholesalers and retailers have their say on a number of things which could make the hardware business run easier

## Cooperate with Your Wholesalers' Salesmen

By S. D. May  
Bluefield Hardware Co.  
Bluefield, W. Va.

IT HAS BEEN my good fortune for many years to have a most pleasant personal relationship with the managers and owners of the hardware stores in the territory formerly traveled by me. In more recent years, this is true of many other dealers in other territories.



Most of these hardware dealers and their personnel were, and still are, my

good personal friends. Then there were some who were just customers. It must be admitted, also, that a few others were in an entirely different category; but in all instances, our business relations were most pleasant and have remained so over many years.

During the past thirty-five years, many complications have arisen in American business, and the retail and wholesale hardware business is no exception. In fact, there have been times when many of us were thoroughly convinced that we were being penalized with more than our share of worries. Some of these worries and troubles

may not be due so much to competition from outside the hardware industry as to our own failures to cooperate with one another as we should. As partners in the teamwork job of distributing hardware efficiently and economically, we have the mutual responsibility of helping one another do the job with as little waste of time and as little lost motion as possible. The purpose of these brief remarks is to offer some suggestions along these lines.

In all honesty it must be said that it might be considered quite presumptuous for a salesman to recommend to his customers, who incidentally are his "bread and butter," just how they might improve their ways of operating their own business. But let us take a chance and offer our thoughts on the subject of better cooperation by the dealer with the wholesaler.

Buying today is most important, and those who buy for the hardware distributors are, in every way, the best-posted men in their respective lines that may be found anywhere. It might be pertinent to ask you, as a dealer, if there is a more important spot in your organization than buying. It is our considered opinion that the most valuable man in any organization is a well-posted and efficient buyer.

The wholesaler's salesman is a vital part of the hardware dealer's organization. He should act as a counselor and help the hardware dealer spend his money wisely. He

should help him maintain an adequate stock, and perform many other services.

In order to do this properly, the hardware dealer should, in turn, help to conserve the salesman's time. See him as soon as your duties permit. Get him on his way promptly; and, most important, express your appreciation if he has helped you solve a problem.

We suggest further to our dealers that want lists be maintained on all lines for all buyers. All of your wholesalers and suppliers will be only too glad to keep you supplied with free want books. They expedite your buying and make it possible to do business with your wholesaler quickly and satisfactorily to all concerned.

We ask that this be considered not as criticism but as suggestions which we hope may be of some small service to the hardware dealer.

Put your wholesaler's salesman on your team.

## Priced Copy of the Order Wanted

By Herman Taylor  
Taylor Hardware Co.  
Lufkin, Texas

IT WOULD SAVE time for a dealer if the wholesaler salesman could leave with the dealer, a priced copy of the order and if invoice could accompany the merchandise





instead of coming along several days later.

In a good many instances in which we buy merchandise the salesman will not leave a copy of the order, with prices. Of

course, it is generally true that the salesman cannot be blamed because he is adhering to the policy of his house.

I can remember many instances when we have been out of certain types of merchandise, with customers waiting for that merchandise. And because of the possibility of a change in price, we do not want to commit ourselves on price to customers.

But this situation would be relieved if we had a priced copy of our order. When we know we have merchandise coming and a customer wants to know the price, we could refer to our copy of the order, get our cost and know the selling price. As it is, we simply have to say we will not know the price until we get our invoice.

#### Handling Invoices

In the matter of invoices accompanying the order, we would like very much for wholesalers to handle this procedure as it is handled by the house to which we send small and large appliances for repair. These appliances always come back to us with the invoice attached to the outside of the carton and we know, therefore, exactly what is in the carton.

It is true that from some wholesale hardware houses, we get our invoice in advance of the merchandise, but this is probably due to the slow movement of freight, not to any particular effort of the wholesaler to get us the invoice in advance of the merchandise.

In the case of other hardware wholesalers, we invariably get the invoice three or four days after the merchandise has been received.

If we could consistently get an invoice with the merchandise, or ahead of it, time would be saved and confusion avoided, for one if not more reasons.

In this respect, here is what I have in mind: We may order a dozen of an item and, eventually, get only 10. Let's assume that the shipment comes in the amount of 10, or two short. We can't remember all orders and, in this case,

we probably can't remember whether the order was for 10 or a dozen.

But if we could always get the invoice ahead of the goods, we would know that we ordered a dozen and are getting a dozen, or that we are only getting 10.

"This may appear to be a somewhat inconsequential issue and, in fact, such instances are soon forgotten about. However, a number of such 'inconsequential' matters can snowball into a collection of annoyances that do not make life easier for a retailer.

This is why I make this suggestion with 100 percent emphasis.

### The High Cost of Returned Goods

By C. E. Hamilton  
Odell Hardware Co.  
Greensboro, N. C.

THE RETURNED goods problem is a "headache" for the dealer, distributor, and manufacturer alike. It hurts in a vital spot — the pocketbook. So I am glad to take part in the forum, discussing this problem in an effort to help relieve this sore spot.



Since this condition affects all of us, I am sure that through cooperation and understanding we can do much to eliminate a large part of the cost involved and thereby relieve the pain to a marked degree.

From the wholesalers' viewpoint, let me first emphasize the fact that all of us want to serve and protect our customers in the best manner possible, for it is through satisfactory service and mutual confidence that we may continue to maintain and expand our respective businesses. I fear, however, that at times we may have gone too far in adopting the policy that the customers are always right. All of us at times may be the victims of errors and misunderstandings; so we should each be sure that the terms and conditions of sale are understood at the time of the transaction.

To start with, let's ask ourselves this question: "What are some of the legitimate reasons for returned goods?" Actually I can think of only these two:

1. Order-filling errors.

2. Truly defective merchandise. We are all ready, I am sure, to correct honest mistakes, but now let's list a few of the other reasons sometimes given for returning merchandise:

1. Over-bought.

2. Not what we expected.

3. Won't work.

4. Broken in use.

Now, some of these may be legitimate claims or reasons for returning merchandise, but certainly a more explicit description of the trouble or cause of return should be given.

To illustrate the gravity of the problem, let me explain that just today I had the opportunity to check several of the returns that came in to us during the past week and here are some things I found:

1. One customer sent back (collect), without our consent, an off-season item for credit, saying simply that he had "over-bought." That was all. He did not say he was sorry nor did he offer to pay the transportation charges.

We filled his original order in good faith and, incidentally, gave him advance-season terms. If we refuse the return shipment, he "blows his top." He might state that at least we could have accepted the shipment and worked out the details later; or he may threaten to "cut us off" and stop trading with us.

#### Added Expense

On the other hand, if we continue to accept such returns, it would be a tremendous added expense which we most certainly cannot afford. Invariably, too, the goods have been on display and sometimes dirty and seldom in the original re-shippable cartons.

2. Another customer said the merchandise was "not what we expected." This may be true, but the customer should have thoroughly studied the catalog or secured definite information before ordering.

3. Another customer's explanation was "It won't work." This, likewise, may be true but complete information should be given as to why it won't work, also date of purchase and manufacturer's warranty on the article if any.

4. "It's broken" says still another customer. Sure, after looking at it, we could see that it was broken, but why? For example, an axe was returned. Upon close examination we found that the eye was cracked badly but we also noticed that the head was very badly abused and

battered — indicating, without a doubt, that the axe had been used as a maul or a striking hammer, which would automatically void any factory guarantee.

A screw driver was returned with the tip broken but also on the handle were the unmistakable prints of a vise or pipe wrench, indicating that the tool had definitely been abused.

A folding wood rule was returned with the simple explanation, "broken." We could, of course, see that it was broken, but not at the joint; and, after all, a small, thin piece of hardwood will certainly break under strain or wrong use or even by stepping on it.

Still another incident was that of a shotgun being returned, one that showed considerable use, with the request that we replace it "no charge." The explanation was that the barrel had broken or exploded when shot. No doubt this was true, but not the whole truth; for without a doubt, the hunter by accident, I am sure, possibly while crawling under a fence, permitted the barrel to stick in the ground or mud or even snow, thereby obstructing the barrel and causing it to explode when the gun was fired.

We have all become too complacent about these returns. Sometimes we excuse our complacency by saying that although it may not be a justifiable return, maybe the manufacturer will replace or repair the article simply as a policy adjustment.

## "Rocket"

Several manufacturers of hand tools that I know of have been forced to refuse any adjustments without a full report and inspection on their part because this has turned out to be almost a "rocket." The consumer would use such a tool until it was practically worn out and then maliciously break it and request a new tool, claiming the old one was defective.

The expense in correspondence, postage and handling charges for returned goods is tremendous. This expense must be paid by each of us in higher prices. Many times the expense involved is more than the item is worth; and in handling questionable returns, we not only lose our profit on the original sale but also on the normal replacement sale. So we lose two ways, plus the trouble involved.

Much of this trouble can be eliminated, I believe, by better team work and understanding on the part of each of us. To the deal-

ers, let me make the following suggestions:

Examine the article thoroughly before returning it and determine if possible if there is any justifiable basis for complaint. If so, get complete information as to cause, also give invoice date and factory warranty, if any applies, before returning the merchandise.

Next, take this up with your source of supply to get his authorization for returning the merchandise so that future complications will not develop.

If we are to whip this evil, we must be honest with our customers, with ourselves, and with our suppliers.

## Quantity Discounts Bring Larger Orders

By Howard Morris  
Howard Morris Co.  
Memphis, Tenn.

COOPERATION IS a two-way street.

As a hardware dealer and as a former city salesman for a large wholesaler, I am well aware of problems each contend with. Yet having worked both sides of the street, I am convinced both dealer and wholesaler can help the other by speaking frankly and pulling together.

I think Memphis distributors have leaned over backwards to help all dealers, from the smallest to the largest. They have cooperated especially well with the local dealers' advertising program, in helping with store planning and effective display of merchandise.

Distributors have their headaches, too. Few dealers realize the time and effort required by distributors to take an order on the phone and write it up. Some dealers will call a dozen times or more a day instead of lumping their orders into one call.

Our distributors' super delivery service now available should encourage more dealers to make just one phone call do where possible. A dealer now can call as late as 4 p.m. and have delivery by noon the next day. That's real service!

Since we are on a two-way street, I'd like to steer the distributors toward some ideas that every

dealer I know would like to see tried. They concern quantity packaging and quantity discounts.

Distributors can help dealers most by encouraging manufacturers to package their merchandise in smaller quantities. When buying merchandise in package quantities, the dealer knows it is in satisfactory, salable condition and ready to put on the shelf or counter.

## Quantity Packaging

It also would help both distributor and dealer if the wholesale salesmen and city desk men had a better knowledge of quantity packaging. In many instances, the dealer gives an order for 12 of some item. Then delivery is made and what does he get? A package of 10 and two loose items. It would be far simpler for the dealer, and easier for the distributor, if the order could be filled in one or two packages.

Also, manufacturers spend much money for gift and display boxes. When the boxes arrive at the store they often are stenciled all over or distributor's tags are stuck on with six inches of liquid glass. It mars what the manufacturer is trying to do.

As for quantity discounts, numerous items are carried in hardware stores that the dealer would be happy to buy in larger quantity if they carried an extra or quantity discount. Buying in larger quantity obviously would save time in the distributor's stock room, in packaging and in deliveries—and mean savings for all concerned.

It also would help the dealer in other ways. Many times the dealer misses a sale when customers ask for a full box of screws, bolts or some other item and the dealer doesn't have a full box in the particular size requested. It would save the dealer valuable time in rush periods, too, when he is forced to count screws and bolts to fill an order.

I realize quantity discounts couldn't be applied to items throughout the store. But such discounts certainly could be applied to the store's bread and butter lines, such as screws, many builders' hardware items, glass, waxes, paint sundries and some sporting goods.

Quantity discounts would encourage the dealer to buy in greater amounts and thereby help the distributor. Quantity discounts also would make better dealers and



would provide more merchandise for the customer.

Yes, dealers are urged to concentrate their purchases and buy in larger quantities to make their business worth while to their suppliers. But—we are still on that two-way street—would it not be possible to provide some real incentive to dealers to do this, by setting up some schedule of quantity discounts?

Dealers think it would be possible.

### Advance Buying of Seasonal Goods

By Charles E. Nash

Nash Hardware Co.  
Fort Worth, Tex.

THE HIGHLY competitive situation facing hardware retailers and wholesalers today makes it very desirable that everything possible be done to create better teamwork between these two levels of distribution. In no one phase of dealer - distributor relations can there be more effective work done, and more truly constructive results obtained, than in the field of seasonal goods purchases.



During World War II the dealers, as a whole, were buying very freely on seasonal goods, well ahead of the selling period. Unfortunately, distributors were unable to secure adequate supplies of these critical seasonal items and many times they accepted orders that they were unable to fill properly. Many dealers, as a result, went without necessary items until too late in the season to sell them and, in general, were very unhappy about the situation. As a result, there developed a widespread practice among retailers of ordering future items from several sources of supply in the hope that delivery would be made from at least one source.

When war shortages came to an end and distributors found themselves suddenly able to fill all orders, many retailers were seriously overstocked and in some instances, to my knowledge, several years were actually required for dealers to again get their stocks in balance.

As a result of this distressing

combination of circumstances, many dealers were embittered, and rebelled against advance bookings, or buying their seasonal needs on a future-order basis. This created much hardship for the wholesaler and, in fact, for the retailer, too. But the bitter memories of wartime experiences in this field lingered on and considerable time elapsed before the better retailers realized they were actually losing a good many dollars in profit by failing to anticipate seasonal needs with advance bookings.

From the viewpoint of both the manufacturer and wholesaler, future orders are highly important because they give an indication of potential sales, enabling both manufacturer and wholesaler to determine their needs in plenty of time to manufacture and stock goods for maximum sales volume.

#### Benefit More

In actual practice, dealers probably benefit more through future ordering than either wholesaler or manufacturer. Many of the most alert retail accounts are today planning their seasonal selling in advance and place their orders early. In this way only can they realize maximum volume and profit from lines of seasonal merchandise. Greatest benefit to a retailer in placing future orders is this: He has an opportunity to plan sales effort on the lines purchased in a manner that would be impossible if he waited until the season actually opened.

Dealers who follow this practice successfully do so by the following method:

First they investigate carefully, all sources of supply offering the specific line under consideration, paying particular attention to promises of salesmen in regard to education of the dealer's sales force by the supplier, advertising materials, displays and such helps.

When the source of supply is chosen, an order is placed for a reasonable quantity — a quantity the dealer is confident he can sell — and early delivery is requested.

Then when this merchandise reaches the dealer's stock the wholesaler salesman is contacted immediately and requested to carry through with his promised program involving the dealer's sales force. Pre-season displays are prepared and advertising is planned to break at the psychological moment.

It is established beyond a doubt that dealers with a well-arranged,

pre-season display, a properly educated sales force and a well-organized promotion and selling plan will increase volume and profit.

Another very definite return to the dealer who buys on a future basis is in the fact that both manufacturer and distributor have developed a practice of offering pre-season discounts on many lines. This permits the dealer to purchase at prices lower than would be possible after the season opens. Such a saving permits the merchant to budget more money for advertising and promotion which, properly executed, stimulate volume and profit. And the practice of placing advance orders also eliminates the danger of later shortages at the peak of the season, and resulting loss of sales.

Everything considered, it is only basic logic for both wholesaler and retailer to consider the advantages to one another that exist in the methodical practice of handling seasonal goods through advance booking.

### Needed: More Contact with Wholesaler Execs

By Otto Brady, Jr.

Brady Mercantile Co.  
Miami, Florida

BETTER TEAMWORK is greatly needed at all levels of the hardware industry, but especially between wholesalers and retailers. The manufacturers and retailers



are already doing a fairly good all-around job with the time and facilities at hand; but wholesalers — who, unlike the factory, are close enough to the local situation to really

help—could spend far more time in studying at first hand the real needs of merchants. They could supply much more personal help with promotional problems at greatly increased profit to themselves and to the industry.

The greatest single need is for more frequent and constructive direct personal contacts by wholesaler executives with retailers. Neither can prosper without the other. So their common interest points to continually closer cooperation and to specific consultation.

In the Florida area, wholesalers



## A FORUM

are almost completely failing to make contacts and calls on stores. Such calls would inform them of special services they could offer and of broader lines they could stock to increase mutual sales. Several lines, in fact, are notably inadequately stocked to meet all needs in our area, mostly I believe because wholesaler executives have preconceived ideas. They don't get out enough from behind their own desks to really learn about all the goods that the stores could actually sell.

Prominent among these lines not always adequately stocked are: sporting goods, tool lines—especially power tools, electrical supplies, and housewares.

### Inform Retailers

Personal calls by wholesaler executives on retailers—now almost non-existent here—would enable them to tell us what is going on in the industry at the factory and distributor levels. We could then adjust our own plans for the season or year and carry them out sooner, better and with more confidence. It would result in more orders for the wholesaler and better stocks and displays for us. In addition, if wholesalers could see with their own eyes the excellent turnover on items we now have to buy "direct" from the manufacturers, they might be more willing to stock these lines themselves, and we would then get better service on them.

The wholesaler representative we would most like to see call on us are the buyers. They know more details than anyone else locally about the new lines, and many of them currently are doing their buying in a sort of "vacuum"—on their own and factory information only. We feel they should at least talk it over with retailers first, for after all, we are in closest and most continuous touch with the consumer.

At these suggested conferences with wholesaler buyers and sales managers, we could plan jointly our whole promotion of future lines much better than we do now by going it alone. I feel that one of the biggest single failures of wholesalers is that of not helping dealers more with display and specific promotions. Manufacturers are doing a fair job of sending out material, and retailers do what they have time for in setting it up. But both need help from the wholesaler who usually does not even plan to do much along this line.

We feel that in the long run every officer of a wholesale firm should call on his retail customers occasionally, and that this should be more than a merely social or goodwill visit. What is really needed is a serious technical conference. Each official could both learn and impart something new and important in his own special branch of the business—specific facts and helpful ideas that are "up his alley."

Conferences with wholesaler credit managers might be helpful in some cases, especially when the merchants could sell more goods if they had them. If several executives made regular personal contacts with stores, there would be less need of forced credit discussions. Also, routine credit decisions could be made more confidently and sometimes more tactfully. The character of the merchant and his seasonal methods of operation are always big factors, and this knowledge can best be gained by adequate personal contacts.

Moreover, every retailer likes to buy from folks he really knows and in whom he has man-to-man confidence. Everything else being equal, he'll buy most from the people he knows best. In addition, wholesalers who work closely with stores are also in the best position to make a big "dent" in the "direct" buying from manufacturers in many cases. This alone would increase their sales and probably influence them to the broader stocking which often is needed.

### Do Good Job

Regular "outside" wholesaler salesmen do a pretty good job on the average, considering how many calls they have to make, but they just don't have the time or incentive to do all the missionary work. The proof of the benefit of this work is that the salesmen who already are cooperating with retailers conscientiously and really helping them to select and show their lines effectively usually get most of the business. I feel that similar contact with wholesaler management would pay off in the same way.

On the other hand, one reason why wholesaler executives do not call on the trade more often is that, frequently, the first greeting they get is a lusty and intemperate gripe about some past incident. Retailers should, for the most part, make legitimate complaints at other times, or at least in a restrained and reasonable way and much later in the interview. Pri-

mary emphasis during a goodwill call should be concentrated on constructive angles—points of real mutual benefit.

In general, wholesalers have tended to be the desk-bound introverts of the industry, while retailers are, and have to be, more extroverted by their continuous contacts with the public. Paper work and desk jockeying are important, of course, in running a wholesaler business, but they can never wholly take the place of constructive personal contacts. Let's all forget the gripes and our own, often narrow, points of view, and spend more time together, working together for the greater good of all.

## Make Your Account Worth While

By W. E. Smith

Oklahoma Hardware Co.  
Oklahoma City, Okla.

IT IS OUR opinion that the success of a hardware retailer and the success of a hardware wholesaler are so closely interwoven that it behooves both to understand the other's problems. Then together, they can forge a hard-hitting team, built upon a foundation of cooperation, confidence and understanding that will assure a healthy operation of each one.

In the 28 years I have spent in the wholesale hardware business, there have been many changes in our economy—in merchandising, and also in the services provided by wholesalers. I've been asked on numerous occasions to counsel with customers who were having difficulty making a profit, and almost without exception one of their most serious mistakes was buying from too many suppliers.

A high percentage of the retailers who succumbed during the depression of the 30's, made the fatal mistake of buying from too many sources, with the result their accounts were of little value to any one, and nobody felt they could afford to extend them the assistance they needed.

Obviously, the more valuable a retailer's account is, the more a wholesaler can afford to do for him.

We advise our customers to





"make your account worth while" to some good wholesaler. Naturally, we prefer that they depend upon us as their major supplier, but regardless of their choice, we strongly advocate a close alliance with one wholesaler, then buying from as few others as can adequately serve their needs.

Any retailer knows that in time of shortages of money or merchandise, the best customers usually receive the most consideration. It's only natural for a dealer to feel a sense of obligation to his best customers; then it should follow that a wholesaler and his salesmen feel the same obligation.

#### More Sales Time

Retailers who keep their sources of supply at a minimum invariably find they have much more time for selling, and spend less time in buying, with the result that sales are increased. They find it aids them in ordering in "carton lots" and enables them to take advantage of quantity discounts available on many items. Fewer suppliers mean fewer accounts payable, fewer shipments to be received, fewer freight bills to be paid—all of which require extra time, extra remittances, and contribute to another item of expense.

A great deal of care, however, should be exercised in the selection of the wholesaler who will serve as a retailer's major supplier. Many things should be taken into account, and some of which I consider of importance:

1. A sound sales policy that is not merely lip-service, but one which is designed and maintained for the mutual good of both; and which retains in natural retail channels the trade that rightfully belongs there.

2. Adequate stocks to meet every normal need with adequate facilities to render the type of service so essential for the dealer to do the best possible job of serving his customers.

3. Financial strength to carry through, and a willingness to do so, during the lean years and fat years alike.

4. Fast shipping service, and convenient geographical location to enable the dealer to serve his customers satisfactorily with a minimum of investment in inventory, and yet assure him a good rate of turnover.

5. A program of merchandising aids on an economical basis that will create increased store traffic; designed to move goods off the retailer's shelves rather than

merely serve as a sales tool for the benefit of the wholesaler.

6. And last, but by no means least, the wholesaler should have a keen interest in the health, well-being, and success of his customers; and his personnel should be imbued with a sincere desire to render such helpful service as will be in the best interests of both.

I believe sincerely every wholesaler strives hardest to please those customers with whom there is a feeling of mutual understanding, and respect. And what better way is there for a retailer to show his wholesaler he has confidence in him, than to give him the opportunity to really prove his worth? It will pay handsome dividends to make your account valuable to some good wholesaler and become partners, so to speak, if you exercise good judgment in your selection.



### Help Needed in Sales Promotion

By Charles H. McIntire

McIntire Hardware  
Kensington, Maryland

THERE MUST be a certain amount of teamwork between the small retailer and the wholesaler. The small retailer relies on his wholesaler to do part of his merchandising for him



since he does not have the resources, capital or purchasing power to compete with the chain stores, variety stores, department stores, appliance stores, and other big volume buyers. The small retailer needs the help of the wholesaler in promoting and merchandising items at prices which permit him to compete with these other outlets.

In January we had a fine example of the kind of teamwork between wholesaler and retailer that promotes good relations and better business. A wholesaler in this area put on a show of spring merchandise—some 40 to 50 special items in all—with prices reduced fairly close to cost. Those of us who attended the show and bought these goods were able to plan our spring programs, advertising these products at prices which were com-

petitive with the mail-order house, chain store and discount house. This wholesaler made available to his retailers outstanding values that could be passed on to customers.

The problem of the small retailer during 1956 is to move more units. While dollar volume has gone up greatly as compared with '36 and '46, volume in tonnage is down. Every effort should be made by the wholesaler and retailer to work together to sell as many products as in previous years.

#### Dropped Lines

Perhaps we retailers have given up items and lines too easily in the face of hard competition. Confronted with the price-cutting of discount houses, we dropped lines and discontinued a number of items, thereby reducing our volume without giving battle. That kind of practice can go on for only so long. Hardware stores have always been identified with certain types of merchandise such as irons and toasters.

We have to learn to retain these items that we are known for—sell them in larger volume at a lower margin of profit, if necessary. This is a problem on which the wholesaler and retailer must get together and work out. We must try to halt the inroads that the chains, department stores and appliance stores are making into our business.

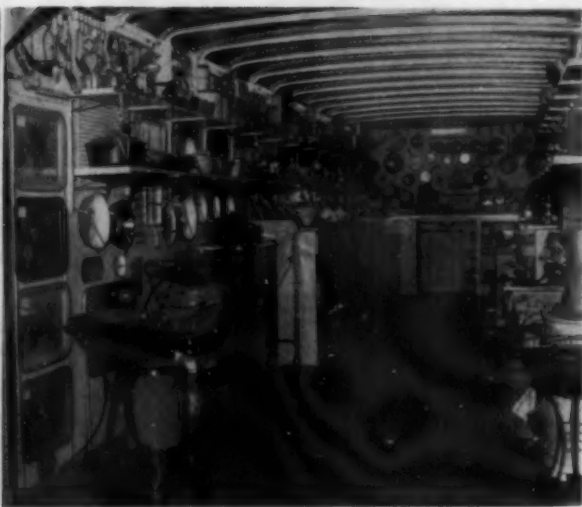
However, this does not mean that our prices must drop as low as those of the discount house. We provide our customers with many services that are not available at price-cutting outlets. Credit, the right to exchange merchandise, convenient location, and ample parking space are forms of service which should help increase our sales.

We must do a better job of merchandising new products during 1956. I think wholesalers can help us. I would like to see the wholesaler's salesmen carry a more complete merchandising and promotional program to the retailer. Wholesaler salesmen are well qualified to pass merchandising information along to the retailer, information that the factories spend millions on in advertising to reach the public. Salesmen have product knowledge and they should be prepared to give a retailer sound advice in presentation and selling. I would like to see a freer flow of ideas between wholesaler and retailer.

(Continued on page 104)



Display van is devoted to fishing tackle and sporting goods during the months of January, February and March



A broad line of housewares and allied products occupies van during months of September, October and November

## *Promoting sales with a* **TRAVELING SAMPLE ROOM**

**T**HE use of a display van or bus in the wholesale hardware business is not a new development by any means. In fact, this plan of carrying merchandise samples over the dealer circuit had been tried by several of our distributor friends prior to our venture.

However, we didn't go into this

**By John W. Sheffield**

Sheffield Hardware Co., Americus, Ga.

method of merchandising just because someone else was doing it. We did it to fill a definite need in our territory and in our particular type of operation. And we have carried it a little farther, perhaps; using a display van not only for sporting goods but for some other specialty lines as well, and making it a year-around operation.

Some distributors in larger centers have found it profitable to hold "shows" at different seasons of the year and invite their dealers in; or maintain elaborate display rooms for visiting dealers. However, due to our lack of room, lack of hotel facilities locally, lack of local entertainment facilities, etc., we do not think it would be worth while for us to try to put on merchandise shows or maintain dealer sample rooms. Also, we have many dealers who have practically a one-man operation and who find it almost impossible to take a few days

away from their business. So we reasoned, if it is not convenient for the dealer to come in to see our merchandise, why shouldn't we take the show to him?

We have seen and read about the large and expensive buses used by other companies, and after a little investigating, we ruled them out—they just plain cost too much. As we saw it, too, they couldn't carry enough merchandise to make it pay. So we finally decided on a 28-foot van-type trailer and set to work to see if we couldn't "pretty it up" sufficiently to be at least not unattractive.

We realized that in actual experience many problems would arise, so we decided not to try to cross our bridges before we got there but to learn the best methods by means of trial and error.

To operate the display van we decided to use a combination "driver-salesman" — and, incident-



Orville James, driver-salesman, right, discusses order with a dealer visiting the display van



During early part of this year van was used for the display of lawn furniture and accessories for the first time



In larger cities customers are brought to van in regular salesman's car to see specialty displays such as above

tally, he's also the display man.

So far, we have had two such driver-salesmen. The first was Jack McCrary, who came to work for us with the express purpose of some day being a salesman. He had been in the warehouse for several years, in various capacities in the shipping and receiving departments, but had had no previous selling experience. He now has graduated and is one of our regular salesmen with a territory of his own.

The present operator (he has completed a full year on the job) is Orville James. He was an assistant shipping clerk with no previous selling experience.

This van driver-salesman job is unique, in that the man holding it is our natural choice for a regular territory whenever one is open. He is in the enviable position of knowing all our territories and all our customers—which is something even the boss can't claim. He works closely with the buyer of the lines that are to go on the trailer, in deciding just what items are to be displayed; and from there on it is almost entirely up to him.

Every item must be tied down so that it will "ride" okay, and still must be displayed in as attractive a way as possible and where it can be inspected closely by the customers. Rubber bands and many ingenious devices have been worked out to make this possible. Finally, every item is tagged with catalog number and price.

We plan the trips of the van in  
(Continued on page 107)



Note how heavy rubber bands are used, above, to anchor merchandise to the shelves. In the picture below van is parked along side of dealer's store





# OPPORTUNITY FOR BUSINESS MANAGEMENT

Wholesalers are essential in hardware distribution and the same cost savings are open to small firms as to large operators. So the problem is one of management.

By **GEORGE D. WILKINSON**

Business Management Consultant

**W**E LIVE in an era of change. So rapidly are things moving that we are beginning to think that the new is necessarily better and is inevitably destined to drive out the old.

In many ways this is a healthy attitude, and it certainly can be substantiated. But the process is not inexorable, and we must hesitate before deciding that it is always true. The radio supposedly spelled the doom of the phonograph, and television would supposedly ruin both the radio and motion picture industries, yet all three supposedly moribund institutions are still very much with us.

We have heard far too much, lately, about the sad state of the wholesale hardware industry. Behind all the hue and cry is the implicit feeling that the wholesale-retail pattern of distribution, like the steam locomotive, is doomed. It is an old and accepted institution, and can hardly be expected to stand up before the onslaughts of newer methods of distribution.

This article takes a different view. The wholesale-retail channel of distribution for hardware is a vital part of the national economy. It serves functions that cannot be duplicated by any other known mode of distribution, and the foreseeable future holds no

threat that it will become obsolete.

The social and economic structure of the country favors the kind of enterprise represented by the wholesale-retail distributive channels, and the services performed cannot be more economically duplicated by other existing methods. The future of the wholesale hard-

ware industry, although not unclouded, is far from dim, and the well-managed company can look forward to generous participation in the prosperity the coming years are expected to bring.

These are broad generalizations, but they are backed up with sound arguments. Let us examine them more closely.

In the first place, what about the statement that the social and economic structure of the country is favorable? The average hardware wholesaler, judged by manufacturing standards, is a small company, and an era which has seen the continuous growth and development of giant corporations scarcely appears favorable to smaller enterprises. But it must be readily apparent that the mainspring of the American economy, the consumer, tolerates big business without loving it.

Americans are, above all else, individuals. They do not like to be cast in a standardized mold. They have accepted all kinds of standardized products, but not out of a love of standardization. Mass production, which brings lower prices and higher standards of living, can only come about through standardization. Only for this reason does the consumer accept standardization.

The American consumer wants



Mr. Wilkinson speaks with authority on this subject. He recently completed a project for the Southern Wholesale Hardware Association involving surveys of the operations of a number of typical member companies and subsequently has been working on individual management improvement programs for a number of southern wholesalers



The mass distributors "are quick to adopt every labor-saving device in their offices and warehouses . . . yet practically every cost-cutting opportunity available to the big corporation is equally available to the independent wholesaler, small or large . . . with good management the wholesale hardware industry can more than hold its own against competing forms of distribution"



variety, and an opportunity to shop around to find the items best suited to his individual taste. Thus, mass methods of merchandising and standardized products are always under a handicap. They only overcome this handicap if prices are appreciably lower, or service significantly better.

Because he is an individual, too, the American consumer prefers, when he can, to deal with the independent business man. The independent enterprise breeds intimacy and confidence. It gives the individual a sense of being important. It makes him feel that his personal needs are adequately cared for. This precious intangible asset inheres naturally to smaller, independent businesses. The larger the business, the more difficult it is to preserve it.

Large corporations, particularly chains, often go to great lengths to recreate the personal touch in their relations with customers, but expensive training courses and

customer and community relations programs are never adequate substitutes for the genuine human interest which is the natural birthright of smaller enterprises.

Although we may find it easy to agree with the foregoing reasoning, isn't it true that the larger businesses are inherently more economical to operate? Doesn't it follow that they can price the smaller companies out of the market, even though handicapped from a human relations point of view?

The answer is neither a clear-cut yes or no.

Some industries must be large because of their technology. You cannot have a small steel mill or automobile assembly line. But there are industries in which larger size does not spell technological economy, and the wholesale hardware industry is one of them. Its fixed costs are low, and for this reason larger units have no advantage beyond what they can

muster in terms of better managerial personnel and more advantageous purchasing.

In ten companies recently surveyed under the auspices of the Southern Wholesale Hardware Association, we discovered no significant way in which a large company could operate more economically than the small one. The operating techniques of wholesale companies are almost all equally applicable to both large and small enterprises. A small company is only handicapped by the fact that it frequently does not have the management talent commanded by larger companies. On the other hand, we found definite indications that the larger companies have to pay for their size in terms of higher administrative and clerical costs.

It is true, of course, that the larger companies can frequently take advantage of better prices in purchasing, because they can buy in larger quantities, but we did not find any indication that this fact was a determining difference in the over-all profit picture. When all factors were taken into consideration, we found that management and business ability had more to do with profits than did the size of the enterprise.

This being the case, it becomes evident that the chains and mail order houses, which are, after all, only larger scale duplications of the functions performed by wholesale-retail channels, have no technological advantage. They have advantages in greater buying power, and in the ability to employ mass marketing techniques. Against these advantages must be weighed the fact that they cannot maintain close touch with the ulti-

mate consumer and that their mass marketing techniques limit the variety of merchandise that they can offer to their customers.

Our thinking up to this point has been in terms of the wholesale-retail pattern. Now let us turn our attention more directly to the wholesaler.

His role in making the wholesale-retail channel effective is not fully appreciated. We tend to think of him as a middleman, one who stores merchandise in warehouses, and exacts a tribute from the retailer for delivering it. This popular notion ought to be more widely refuted. It is a specious idea which completely ignores the facts and realities of our economic system. Actually, the wholesaler is part of the entire productive pattern.

We are all familiar with the concept of manufacturing as production. We take it for granted that the modification of the form of a material is production. We do not so readily see that an article is not of any use unless it is available at the time and place needed.

After an article is manufactured, the wholesaler steps into the productive process. He takes over the responsibility of making it available to the retailer, and hence to the ultimate consumer, when and where he wants it. This is just as much production as is making available an article in the form or condition in which it is desired. For this production a charge for costs and a legitimate profit is in order and necessary.

#### Issue Confused

Wholesalers themselves tend to confuse the issue by calling their operating costs "overhead." The operating costs of a wholesaler are production costs just as are the costs of the manufacturer, and the sooner the wholesaler recognizes this fact himself, the sooner will he be able to command the respect for his efforts that they deserve.

But let us examine more closely the functions of the wholesaler. To say that he adds time and place utility to manufactured articles is to overlook the details of the services he performs, and to assume that warehousing is his chief function.

He does more, much more. He is the mediator between the producer and the consumer. He gauges consumer wants and evaluates the offerings of manufacturers in terms of them. From the many lines presented to him by manu-

facturers he selects those which he thinks will best meet the demands of his market.

The activities of the wholesale buyer in this regard are very similar to those of the design engineer on the staff of the manufacturer. He is a key man because upon his judgment rests the entire character and reputation of his company.

Some endeavor to carry only first-line merchandise. Others cater to the low price market and sacrifice quality for price. Some try to span the entire price range. The net result is that the individual retailer, and his customers, have available a wide range of merchandise which already has been screened by the wholesale buyer. The ability to buy from a number of wholesale suppliers gives the individual retailer a merchandising advantage over the manager of a chain outlet, who is

restricted to the offerings of his company's warehouse.

The wholesaler performs yet another service closely related to the one we have just been discussing. As he interviews the manufacturers' salesmen he picks up product knowledge. He supplements this by attending trade shows, and by asking manufacturers' representatives to visit his establishment and explain the fine points of their offerings to his salesmen.

#### Time Saver

This service is a tremendous time saving for manufacturer and retailer. Suppose that every manufacturer had to assume the task of educating every retailer regarding his product! Suppose that every retailer had to rely upon his own efforts to keep up to date on man-

(Continued on page 108)

## It Tells the Detailed Story



### HARDWARE WHOLESALE IN THE SOUTH

By T. W. McALLISTER

Many volumes have been published dealing with the economics of retailing, and library shelves well filled with books covering various phases of wholesaling. But connecting the marketing phases of wholesaling is an essential link, the wholesaler, whose time and services have been given little publicity. More particularly, so little is available in printed dealing with hardware wholesaling that executives in this field have had difficulty finding anything could be used in employee training courses. Accordingly, this booklet has been prepared by the Southern Wholesale Hardware Association to cover briefly and concisely the economics of hardware wholesaling. Intended primarily for distribution among the personnel of our member companies, the booklet merely sets forth the established facts regarding the economy and efficiency with which the wholesaler performs his functions.

"Hardware Wholesaling in the South" is the title of a 24-page booklet issued by the Southern Wholesale Hardware Association. Several thousand copies were distributed after it was brought off the press some four years ago. Included are chapters dealing with the economics of distribution through the wholesaler, the history and development of hardware wholesaling in the South, the varied services performed, the cost of these services, statistics on the operations of the typical Southern hardware wholesaler, a chapter on "The Human Element in Marketing," etc. Copies are available on request to the Southern Wholesale Hardware Association, 814 Metcalf Building, Orlando, Florida



Warren Whitney



Lyle J. Purcell



Edgar A. Mowrer



Walter Judd

### CONVENTION SPEAKERS

# New Orleans Convention Plans

**T**HE 1956 annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association is expected to be of outstanding interest in respect to both business program and entertainment features. Special provisions are also being made to give ample opportunity for individual contacts between wholesalers and manufacturers.

The convention is being held in New Orleans, from April 15 to 19, inclusive. Convention headquarters will be in the Roosevelt, while other leading hotels which are assisting in handling the convention are the Jung, St. Charles, Monteleone and the New Orleans. Convention registrations will start

Sunday morning, April 15, in the Roosevelt lobby.

The first scheduled convention activity will be a reception on Sunday evening, from 5:00 to 7:00 o'clock, at which the two associations will entertain the entire convention crowd. The second opportunity for all members of both associations to get together for individual visits, and to make appointments for later conferences, will be the informal "Contact Session" scheduled for 10:00 a.m. to 12:00 noon on Monday, April 16, in the Roosevelt's new International Room.

#### Judd to Speak

The business program starts with the usual joint opening session on Monday night. Principal speaker will be Congressman Walter Judd, from Minnesota, who lived for 10 years as a medical missionary in China, just prior to World War II, and who just recently returned from an extended tour of the Orient. He is often regarded as the best-informed man in Washington on conditions in that important area of the world.

A second joint business session of the two associations is scheduled for Tuesday morning, April 17. Principal speakers will be Edgar Ansel Mowrer, well-known radio commentator and newspaper columnist, who will give a behind-the-scenes-in-Washington report; and Warren Whitney, Birmingham

manufacturer and one of the South's most eloquent speakers.

The third joint session, on Wednesday morning, will be devoted entirely to discussions of manufacturer-wholesaler relations and the economy and efficiency of distribution through the wholesaler—with some suggestions as to how the distribution job may be improved. Principal speaker will be one of the nation's outstanding advertising agency marketing experts, Lyle J. Purcell, vice-president in charge of marketing department of Batten, Barton, Durstine & Osborn, New York City. Scheduled talks by one wholesaler and one manufacturer will follow. Representing the whole-

(Continued on page 111)



R. M. Miller  
President, the S.W.H.A.



Mark J. Lacey  
President, the A.H.M.A.





Shown above are members of the Southern Association in a 1933 convention session. This convention, held in Memphis, Tennessee, was the first big step in the rebuilding of the association

## 65th Annual Convention of the Southern Association

**T**HIS YEAR the Southern Wholesale Hardware Association reaches another notable milestone—its 65th annual convention. It would be the 66th convention save for the fact that, as a war-time conservation measure, the association abandoned the plans which had been made for holding its 1945 convention in Cincinnati in April of that year. There were very few conventions of any kind in 1945.

(To make up for the absence of a convention that year, SOUTHERN HARDWARE carried a special 24-page reading section—a “convention-in-print”—for the Southern Association in the April 1945 issue. It included the president's address, the committee reports, and condensed versions of all addresses and reports which normally would be featured in the regular convention program.)

The Southern Association was one of the pioneers in the trade association movement in this country. Established in 1890 as the Southern Hardware Jobbers Association, this organization effort preceded by a number of years the forming of any similar associations in either the wholesaling or the manufacturing branches of the

hardware industry.

The history of the Southern Association apparently dates back to the forming of a local group of hardware “jobbers” in Knoxville in 1888; for that led soon thereafter to the organization of a state jobbers’ group, the Tennessee Hardware Association. Then in 1890 this was expanded farther into an association covering the entire South; and the first full-fledged convention of the southern organization was held in Nashville in September, 1891.

### Manufacturers Attend

A number of manufacturers and manufacturers’ representatives started attending those early conventions of the Southern Association for the contacts afforded with many of their jobber customers. By the time of the 10th annual convention, held in Old Point Comfort, Va., in 1900, the convention crowd had increased to a total registration of 271 people, including many manufacturers and some ladies. The convention held in Asheville, N. C., the following year was attended by so many manufacturers that at that time the first

steps were taken in the organization of a companion group, the American Hardware Manufacturers Association; and in Cleveland, Ohio, later that same year, the manufacturers formally organized their association during a convention of the recently formed National Wholesale Hardware Association.

Starting with the 1902 convention of what was then known as the Southern Hardware Jobbers Association, its annual meetings have always been joint conventions—held in conjunction with the semi-annual conventions of the manufacturers’ organization.

So the joint conventions of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association now date back more than a half-century. In fact, the 1956 meeting, in New Orleans, April 15-19, will be the 54th annual joint convention of the two associations.

During those early association years, the members apparently enjoyed an occasional long convention trip; for the 1903 joint convention was held in Saratoga Springs, N. Y., while during the next two decades four conventions



were held in Atlantic City and one in Pittsburgh. Other conventions were held in Atlanta, Hot Springs, Va., Hot Springs, Ark., Richmond, San Antonio, Nashville, Mobile, White Sulphur Springs, New Orleans, Birmingham, and Houston. The later record of convention cities has been as follows (inserted for the benefit of the "old-timers"):

1922 New Orleans, La.  
 1923 Jacksonville, Fla.  
 1924 New Orleans, La.  
 1925 Dallas, Texas  
 1926 Atlanta, Ga.  
 1927 Memphis, Tenn.  
 1928 Edgewater Park, Miss.  
 1929 Edgewater Park, Miss.  
 1930 Galveston, Texas  
 1931 Edgewater Park, Miss.  
 1932 Edgewater Park, Miss.  
 1933 Memphis, Tenn.  
 1934 Hot Springs, Ark.  
 1935 Miami, Fla.  
 1936 Memphis, Tenn.  
 1937 New Orleans, La.  
 1938 Memphis, Tenn.  
 1939 New Orleans, La.  
 1940 Palm Beach, Fla.  
 1941 Memphis, Tenn.  
 1942 New Orleans, La.  
 1943 Memphis, Tenn.

1944 Cincinnati, Ohio  
 1945 No convention  
 1946 Atlantic City (Triple Convention)  
 1947 Palm Beach, Fla.  
 1948 Cincinnati, Ohio  
 1949 Palm Beach, Fla.  
 1950 Cincinnati, Ohio  
 1951 Palm Beach, Fla.  
 1952 Palm Beach, Fla.  
 1953 Dallas, Texas  
 1954 New Orleans, La.  
 1955 Palm Beach, Fla.

During the first two decades the membership of the Southern Association increased gradually until it included most of the established wholesale distributors of hardware over the south. Its most notable accomplishment was the promotion of friendship, mutual confidence and respect among its members.

"In the organization of our association the chief aim was to create and cultivate a spirit of friendship and good will between ourselves as competitors," it was stated at one of the early conventions, in the address of President

G. W. Barnett. And he then went on to say: "If it is good for competitors to be friends and have fellowship, we cannot see why the same good feeling and friendship should not exist between manufacturers and jobbers."

It must be evident, now, that the principal objective of the association in those early days has been reached long since. In their association activities and convention contacts the members have come to know one another; and out of this acquaintance has developed confidence, good will, and many warm friendships. This is also true of the relations between wholesalers and manufacturers, growing out of their convention contacts.

Of course, association and convention activities did not eliminate or lessen competition, though they may have been responsible for washing out many unethical practices. For in that same 1898 convention one speaker referred to a

(Continued on page 112)

## Past Presidents



W. A. Parker



C. E. Nash



F. C. Barksdale



Edmund Orgill



R. H. Baker



Mark Lyons



R. R. Witt



W. H. Terstegge

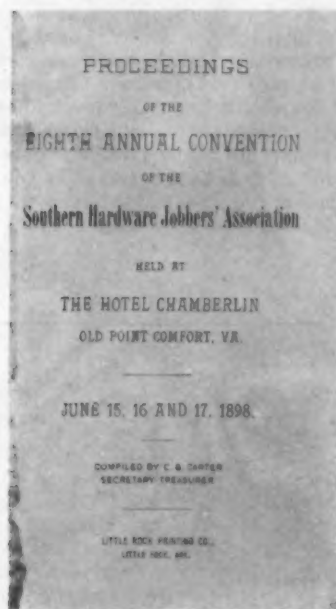


H. J. Allison



A. C. Renkin

# FROM A CONVENTION REPORT OF THE GAY NINETIES



**T**HE hardware men of a half-century ago were faced by as many and perplexing competitive problems as confront the hardware fraternity today, if we may judge from the convention reports of those days. Another conclusion is that business ethics then were on a considerably lower level than today; or else there was more suspicion and distrust among distributors, and in their relations with their suppliers, for the simple reason that they were not so well acquainted with one another as is the case today.

These and other interesting conclusions regarding the hardware business as it was carried on many years ago are reached in reading a report of the 1898 convention of the Southern Hardware Jobbers Association held in Old Point Comfort, Va.

Here, for example, are excerpts from a convention talk dealing with manufacturer-jobber relations. Among the manufacturers' many responsibilities to the jobber, which were outlined in great detail, were the following:

"He should furnish goods of standard quality. . . .

"He should not overload his order books to such an extent as to be unable to fill orders in a busy season. . . .

"If he should be so unfortunate as to sell goods to a jobber at a low price on a rising market, he should take his medicine like a man and not set aside such orders in favor of orders taken afterwards at higher prices. . . .

"He should at all times give 2,000 pounds to the ton."

The jobber also had some responsibilities to the manufacturer; and among those which were outlined in the convention talk in question were the following:

"He should not buy more of any article than he needs, and when he does buy it he should take it whether his trade demands it or not. . . .

## Pay Promptly

"He should pay for his goods promptly in accordance with his contract; and if he aims to discount his bills he should always remember that 10 days means 10 days, and if he cannot raise the money in that time he should allow the entire 60 days to run and waive the discount. . . .

"If he has a man about his establishment whose duty it is to work up fictitious claims for shortages, damaged goods, etc., he should at once save expense and discharge him. The habit of some few jobbers of making such claims is well

known to the manufacturers. . . ."

Apparently, supply and demand were somewhat out of balance in those days; and some manufacturers were not overlooking any opportunity to get an order, even if for "one only," as is indicated by the following excerpt from an 1898 convention speech:

"I will cite only one instance of the many occurrences of this nature which have fallen under my observation. Some time since a jobber, with whom I am acquainted, sold a customer a breech-loading gun for \$12, and in shipping the same inadvertently left the tag with the manufacturer's address on it. The retailer immediately wrote the manufacturer for quotations, and received a prompt reply soliciting his order and quoting the gun to him at \$9, which was exactly the price paid by the jobber, plus the freight. . . . This was a small country merchant, carrying a stock of general merchandise, not over \$1,000."

Evidently, ideas of what constituted a wholesale distributor of hardware were quite different from those which are prevalent today. A suggestion as to this, also an indication of the 58-year depreciation which has taken place in the value of the dollar, is found in the following excerpt from another convention talk:

"We have seen another definition of jobber which more nearly fits our case, and that is one who purchases goods in quantities, carries them in stock and is located in a jobbing center, travels at least two salesmen and sells not less than \$100,000 worth of goods per annum."

The association secretaries of a half-century ago must have labored more diligently and conscientiously than is the custom today, if we may judge from the sec-

## Old records of the association aptly indicate that the wholesale hardware industry has never been without its problems, but more often than not, thoughtful discussions have led to satisfactory solutions

retary's report given at the 1898 convention. Following is an excerpt:

"After the Savannah convention I put the minutes of the proceedings of the convention into the hands of the printers and while they were at work on them I took my family to Knoxville for a short vacation. Returning, I reached Montgomery on the first of June, where I have as usual studiously performed all the work coming under my jurisdiction, especially laboring for the promotion and accomplishment of all matters directly or indirectly of interest to the hardware jobbers."

### Old Idea

Sometimes one may be inclined to believe that "specials" and "loss leaders" are merchandising tools which have been devised in fairly recent years. But a cut price was designated as a "leader" even as far back as the gay nineties, and here is the appropriate definition as found in the 1898 convention report:

"Did you ever think what a leader is? Why, it is nothing more than an attempt to deceive the buyer with the idea that you are cheaper on certain goods, and of course are cheaper on all.

"I had an object lesson on this point in my early life. A man came to the store in which I was engaged to buy some saddle skirting and some Mulay saddle trees. He was posted on the trees but not on the leather, so I sold him the trees at less than cost and the leather for more than the price and closed the deal. . . . But there was an element of deception in the transaction, and I've never liked leaders from that day to this."

It seemed to take a lot of words in those days to get across a suggestion concerning the folly of selling goods at a loss—as, for instance, in this comment by another convention speaker:

"Gentlemen, when we calmly reflect on the small margin upon which our business is often conducted, does there not seem to be, in the minds of some of us, a vague idea, a latent hope, that if

we can but sell the quantity of goods regardless of the profit, somehow or other at the end of the year the profit will materialize?

"There is a tinge of sadness in the suggestion—that of hoping against hope."

### Serious Concern

Inadequate profits were a matter of serious concern in those days, just as they are today; but some of the suggestions advanced to remedy the situation would seem incredible to present-day distributors. The current policy is to give all possible product information to both salesmen and customers. In contrast, note the following suggestions for a profit-improvement program, as advanced by an 1898 convention speaker:

"Do not educate your trade, is another plan which might be utilized to our interests. In making out invoices, let them be as vague as possible; by which I mean, do not show the discounts on plow bolts, trace chains, padlocks and  
(Continued on page 114)

### In 1912 Nashville Was the Convention City



Delegates to the 1912 meeting and their ladies pose for the annual picture





Officers and directors, left to right, seated: E. C. Armstrong, national director; Kenneth Cox, vice-president; Carl Maurer, president; Fred Sherwood, retiring president and member, advisory committee; R. B. Allen, executive secretary. Standing: Directors Morton Gragg, J. L. Hook, K. G. Vaughn, J. R. Stanley, R. P. Isaacs, advisory board; Director Fred D. Huning and Homer Estlack, advisory board.

## Tri-State Convention

**T**WO INDUSTRY problems of the day are unfair competition for the hardware dealer and the need of salesmanship in the farm equipment business, according to two speakers from within these industries, among seven who appeared during business sessions of the forty-seventh annual convention of the Tri-State Hardware and Implement Association, Feb. 12, 13 and 14, in Amarillo, Texas.

The speakers were Fred Sherwood, association president of Childress, Texas, a hardware retailer, and A. S. Knudsen, assistant general sales manager for International Harvester from Chicago. A third speaker, Al Robertson of Oklahoma City, although not in hardware nor farm equipment, is an appliance retailer of national distinction.

This convention was the first in the administration of a new executive secretary, R. B. Allen, who replaced Marshall D. Shepherd. Both are of Canyon, Texas.

The association consists of membership from West Texas, Eastern New Mexico and the Oklahoma Panhandle and from these areas the convention attracted registrations of 900, somewhat heavier attendance than in 1955 when

pleasant weather induced many dealers to stay home and work. This year Amarillo and the association territory had not fully recovered from a recent blizzard and continued unsettled weather may have kept a number of dealers at home.

Two traditional, wholesaler-sponsored events supplied much of the general entertainment—barbecue served in the huge warehouse of the Amarillo Hardware Co. to 1,500 guests and the usual elaborate cocktail party of the Morrow-Thomas Hardware Co. In addition to providing the annual banquet and dance, this year the PHIT (Panhandle Hardware and Implement Travelers), also sponsored a get-acquainted dance for delegates and ladies.

### Maurer Named

Following the annual election, Sherwood retired to membership on the advisory board of the association and was succeeded in the presidency by Carl Maurer, of Friona, Texas, who moved up from vice-president. Kenneth Cox of Lubbock, Texas, was chosen as new vice-president, from the board of directors.

One new director was named. He is Wallace Reid, a combination hardware and implement dealer of Munday, Texas, who operates under the name of Reid's Hardware. Five other directors were re-elected as follows:

Morton Gragg of Portales, N. M.; K. G. Vaughn of Tulia, Texas; Fred D. Huning, Jr., of Los Lunas, N. M.; J. R. Stanley of Big Spring, Texas and J. L. Hook of Texhoma, Okla.

E. C. Armstrong continues as national farm equipment director and two other members of the advisory board, in addition to Sherwood, are R. P. Isaacs of Clayton, N. M., and Homer Estlack of Clarendon, Texas.

In its own annual election the PHIT club named G. F. Mikesell to the presidency to succeed Jerome Stocking. Succeeding Mikesell, the new vice-president is King Kendrick and Mel Phipps is secretary-treasurer, in this case a perennial assignment.

Directors are Jim Lawson, W. L. Browning, W. M. Gray, Bill Davis, Ralph Chaney and Gordon Shanks.


In his one and only address during his tenure as president, Sherwood demonstrated incisive analytical ability after facetiously referring to last year's problems as "water and competition" and this year's problems as "competition and water."

He said that in his county lack of rain, high farm operating costs and acreage allotments have reduced farm population by "about 20 percent" during the past five years, compared with a national average of 12 percent. Big city industrial payrolls get people who leave farms and thus reduce small community prospects and, furthermore, this contributes, he said, to a shrinking margin for hardware dealers, down to 1.9 percent on the basis of a 1954 survey.

"What is the answer? That I do not know, but I have been told that a big increase in sales with no increase in overhead will solve the problem. How can that be done in these days of dry weather, crop controls, and increased competition on all sides? By thorough control of expenses, stock, and credit, backed by a genuine straight-shooting sales program.

"We hardware men face competition from about every business firm in town. Our competitors are either giving hardware away through trading stamp schemes or they are selling our lines at cut-





*Now—the leading washer has a rubber covered handle for surer grip!*

# Nobody can match Osrow's

## QUIK-SUDS WHIRL-A-WAY

Only  
**6<sup>95</sup>**

*Better than ever!* With new "floating action" swivel coupling—the added improvement that makes the Quik-Suds Whirl-A-Way completely action free! No more hose knots and kinks! Now Quik-Suds Whirl-A-Way moves independently of hose! Coupling is leak-proof, will not loosen.

Quik-Suds Whirl-A-Way, with 100% horsehair brush that rotates at 1500 R.P.M. plus Hydraulic Sudser which you just **PUSH** for suds, **PULL** for clear rinse. No wiping necessary! Has interchangeable 2 and 4 foot handles, molded rubber bumper to prevent scratches and marring. Free 2 oz. sample of "Sparkle" with every Quik-Suds Whirl-A-Way.

Packed in display cartons, or mail order shipping cartons.



### NOTICE!

Osrow has a patent on its Hydraulic Sudser! Only Osrow manufactures a car and home washer having the patented features used in the Quik-Suds Whirl-A-Way!

Osrow Products Co. Inc. has been granted patent #2717176 on its Hydraulic Sudser, the exclusive feature that allows the user to **PULL** for suds and **PUSH** for clear rinse. The patent applies to the specially designed hydraulic sealing action of the sudser.

Nationally advertised in **LIFE** and the **POST**  
AND NOW on TV—watch for it in your area

OSROW PRODUCTS CO. INC., HAZEL STREET, GLEN COVE, L. I., N. Y.

## West Virginia Association Officers



Shown above are officers and directors elected at the annual convention of the West Virginia Hardware Association held February 12-14 in Huntington. Left to right, seated: David T. Farley, Charleston, first vice-president; Robert Law, Clarksburg, president; Kenneth O. Phillips, Buckhannon, second vice-president; Dan Leve, Huntington, past president; and Howard Bolz, Jr., Martinsville, director. Standing, left to right: Herbert Rhodes, Bridgeport; and Robert Conant, Sistersville, directors; James C. Fielding, Charleston, managing director; J. E. Bradford, Parkersburg; and Sam Hoyer, Beckley, directors of the association

rate prices. My real competitor is not the hardware dealer down the street. He and I see eye to eye in our mutual objective of selling good hardware at a fair margin of profit. On the other hand, my druggist does not stick to his pill handling and cosmetic lines. He sells my bread and butter items at reduced prices during all hours of the day and night. My groceryman likewise gives my housewares as premiums or offers them for sale at prices not at all in line with his asking price on sirloin steak. My doctor and my banker are not content with the professional fees and interest rates charged me. They expect, and often get, their hardware at wholesale prices. Not from me or my hardware dealer competitor, but from discount houses, catalog wholesalers, and often from legitimate wholesalers. I know that you have similar experiences, whether you are in the hardware or the implement business.

"I also notice that more stores are stocking a wider variety of merchandise, new lines not too closely related to their usual hardware stock. On the other hand, we have reduced our stock about \$30,000 by eliminating slow moving and low profit items. This

capital has been invested in securities which are returning a much better percentage than the slow-moving stock did. Only time will tell whether or not this was wise."

Robertson, the Oklahoma City

appliance dealer, led up to his address on "Nine Ways to Close a Sale" by pointing out that retailing is not in a push-button sales era and that first, before using any of the nine ways to close a sale, there are four ways to increase sales. These are, he said:

"Enthusiasm for product knowledge, inspiration, sales knowledge and—my subject. By 'my subject' it is meant that if you ask them to buy often enough they will buy.

Referring to the rapid national population increase, Knudsen, the Harvester sales executive, told his audience, "if you are pessimistic, while I have spoken for the last two minutes, the market for goods you have to sell has been increased by 22,000."

Knudsen said salesmanship was the great need of the farm equipment industry and that salesmanship is expected to do two things, make a sale and a profit. He advised against marking time waiting for normal, "for normal is a relative situation and keeps changing."

Other speakers were John McCarty, president of Estate Life Insurance Co., of Amarillo; Robert M. Thoman, managing editor of Farm Equipment Retailing; William Mashaw, director of trade relations, NRHA; Dr. C. S. Young, educator of Granville, Ohio, and Samuel J. Rasmussen of Fritzsche, England, addressed the banquet.

## Carolinas' Officers



Pictured above are new officers of the Hardware Association of the Carolinas, elected at the group's annual convention in Charlotte, February 21-23. Front row, left to right: Lowman Tyler, second vice-president; W. L. Trotter, Jr., first vice-president; Banks Gladden, president and Dwayne Laws, managing director. Standing: Abel Warren, immediate past president; Ardell Lanier, senior director; Tom A. Groce, past president; H. E. Wilson, Jr., past president; and Angus D. Fordham, junior director



DIMENSIONS  
16" high • 12" wide • 2 1/2" deep • 11 lbs.



## Fast Moving Profit Makers!

UTICA's 90 series of black finish wrenches and its 91 series of plated wrenches are real profit builders—anyone who uses a wrench will want to have a UTICA® adjustable or even a complete set of them.

Here are the special features that help you sell them:

- Unusually thin and tough jaws reach hard-to-get-at places
- The jaw surfaces are hardened by UTICA's own electronic induction process to resist burring and nicking which adds longer life to UTICA® adjustable wrenches
- In the 90 and 91 series, adjustables are available in 4", 6", 8", 10", and 12" sizes for display

• Company guarantee on all sizes in the 90 and 91 series

• All UTICA® wrenches are forged for economy and last 10 times longer than ordinary adjustable wrenches

And that's not all!

To further help you sell, UTICA gives you, absolutely free, a red lacquered display dispenser, sturdy steel and a service parts kit with jaw, knurl, pin and spring for each wrench.



### UTICA DISPLAY DISPENSERS shipped with the following

QUANTITY	W-5 (91 SERIES) SIZES	W-8 (90 SERIES) SIZES
2 each	91-4	90-4
3 each	91-6	90-6
3 each	91-8	90-8
2 each	91-10	90-10
2 each	91-12	90-12

Service Parts Kit  
Holes for wall mounting and wire easel for counter

Order from your distributor TODAY



THE HALLMARK OF QUALITY

UTICA DROP FORGE & TOOL CORPORATION, UTICA 4, N. Y.



**T**HE 56TH annual convention of the Arkansas Retail Hardware Association was held February 12-13 in Little Rock. More than 1,000 persons registered for the convention and accompanying hardware trade show which has become a traditional part of this meeting.

Convention delegates were given a special warning by Joe Baker, McGehee, Ark., who is a member of the board of directors of the national association. He urged members to refrain from participating in the current trend of giving trade stamps with purchases. "The practice is a nuisance, expensive, and not valuable as a traffic builder."

#### Insures Future Volume

The do-it-yourself trend, said Louis Fisher, of the National Paint, Varnish and Lacquer Association, Washington, D. C., has greatly increased hardware sales and developed amateur skills that insure future volume for the dealer who promotes the trend. He urged dealers to organize paints and related items into a complete department, well displayed in a prominent part of the store.

Illustrating the value of a dealer tying in with local clean up-fix up civic programs, he said that during last year's campaign in Little Rock a total of 943 houses were painted, including 4,200 rooms; that 1,214 roofs were repaired, 3,614 flower gardens planted, and 6,237 back yards were cleaned by people using tools and supplies bought from hardware dealers.

During these two weeks, local hardware dealers sold 4,000 garbage cans. He pointed out that the promotional efforts of Little Rock hardware dealers helped the city to place third in the national contest. He urged dealers to adopt time-payment plans on paints, and to aid customers in obtaining FHA loans for painting and repairs.

Frank W. Lovejoy, sales executive of the Socony Mobil Oil Co., New York City, expressed his belief that dealers are now entering what promises to be "10 years of the happiest and most successful era we ever have enjoyed." To take full advantage of this, dealers should modernize old, outmoded



Officers of the association are, left to right: J. Wayne Tisdale, executive secretary; Adrian Crowe, second vice-president; Brady Deese, chairman of the board; Ursell Davis, president and Henry Franklin, first vice-president

## Arkansas Convention

stores. "Your future is not in museums and old-fashioned hardware stores." He urged his listeners to acquire information regarding modern merchandising and buying for potential customers living in this modern era. He suggested that the dealer "create the joy of using." People do enjoy using the countless items the modern dealer sells, and good promotional activities will activate sales.

#### Cultivate Consumer

In line with this, hardware dealers must "get from behind the mahogany and fraternize with the consumer." He suggested that the right hand side of the entrance is the most valuable point for special promotions and displays. People turn to the right when entering.

In picking a location for a store, he suggested that the dealer should not be too near a bank or a railroad or bus station. The psychological reason for this is that some people, in recent contact with their bank, want to refrain from spending. Travelers, with money to spend, like to get away from the station and its immediate vicinity.

Trends In Consumer Credit was the subject of an instructive talk given by J. G. O'Brien, vice-president of the J. B. Beaird Co.,

Shreveport, La. He pointed out that instalment selling has increased by 100 percent since 1952, while 30-day open account selling has remained stationary. Every new house built calls for multiple needs in hardware lines. Increased pensions, old age security plans, etc., give people a sense of security, and therefore lead to more instalment buying. Another stimulant for instalment buying is the greater interest in the home, brought about by television.

He deplored the practice of reducing down payments and lengthening time. This, he said, encourages people to scatter their instalment purchases and therefore to overbuy. The revolving credit plan, which limits the customer to a fixed top level of credit, with regular payments at a moderate carrying charge, and the privilege of adding on purchases, is gaining favor, and merits the attention of the hardware dealer. "No harm can come to the dealer who grants long-term credit to carefully selected risks."

#### New Officers

New officers elected are: Ursell Davis, Searcy, president; Adrian Crowe, Fort Smith, first vice-president; Henry Franklin, Jonesboro, second vice-president; and Brady Deese, chairman of the board.





# Cash in...

during

# MILDEW

season!

with

## Air Dri

**Kills Mildew...Ends Musty Odors**  
in closets and storage spaces  
(No chemicals, no moving parts.)

**Needed** in homes, offices, vaults,  
libraries, boats and trailers.



Size 3" x 3" x 9"  
Approved by U/I  
Retails at \$7.50

### Customer Satisfaction Guaranteed

### FIVE-YEAR WARRANTY!

## FREE

**DISPLAY  
WILL DO**

**YOUR SELLING JOB.**

*Write  
Today*

#### Air Dri Associates,

6706 Central Ave.,  
Station A., P. O. Box 411  
St. Petersburg, Florida.

Gentlemen:

Please send me full information about Air Dri.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



New officers are, seated left to right: Don Evans, second vice-president; Joe Burnett, president; J. Ray Baker, first vice-president. Standing: Directors Byron Dawson, Alex Woodworth, O. G. Bennett, past president; John H. Harlan, George Moncrief, Hercul Dobyns, retiring president and Aaron Gritzmaker, executive director, secretary and treasurer. Directors Walter Hinton, L. P. Rice and Herbert Vieth are not shown

## Oklahoma Convention

**R**EGARDLESS of whether the product is hardware or implements, retailers should get a view of their business from the "other side of the counter," advertise it more consistently on the local level and devote to it more analytical thought, according to speakers actively engaged in merchandising activities who appeared before the fifty-third annual convention of the Oklahoma Hardware and Implement Association, in Oklahoma City, Feb. 21, 22 and 23.

This convention featured an expanded merchandising show with 345 booths occupied by manufacturers and distributors, the expansion being addition this year of furniture displays which filled stage and floor of the auditorium proper. As usual, convention business sessions and exhibits were housed under one roof in the Municipal Auditorium.

Hercul C. Dobyns of Stigler, association president, opened the convention with the admonition that "you can't stay home and solve your problems by tending to your own business, it takes the power of association services to solve those problems." And Aaron Gritzmaker, executive director, secretary and treasurer, reported substantial increases in membership of both hardware and implement dealers since last year.

Dobyns retired from the presidency following the annual elec-

tion which elevated Joe Burnett of Henryetta to that office from first vice-president and J. Ray Baker of Mangum moved up to first from second vice-president. The new second vice-president is Don Evans, Ada, a veteran member of the board of directors.

One new director, Don Peters of Oklahoma City, was named to serve with seven who were re-elected as follows: Byron Dawson of Clinton, John H. Harlan of Enid, Walter Hinton of Altus, George Moncrief of McAlester, L. P. Rice of Watonga, Herbert Vieth of Kingfisher and Alex Woodworth of Minco.

### Wilkinson Speaks

Although not in merchandising of either hardware or implements, one of Oklahoma's greatest salesmen of all time appeared on the speaking program and almost stole the show. He is Bud Wilkinson, coach of the renowned "Big Red" football team of Norman. Attendance was undeniably better at the point where Wilkinson spoke than at any other time during business sessions.

Modest, humorous with anecdotes of football and without the histrionics of a trained speaker, Wilkinson nevertheless held his audience spellbound.

"Winning a football game is a mental issue," he said, "and the

game is won by the team with the toughest mentality, the one that never quits driving. At some point in the game, usually in the fourth quarter, or sometimes, in the third, someone starts coasting instead of driving.

"We tell our boys that if they are not giving all they have, all the time, they can fool us, the coaches, and get by. They can even fool team-mates. But the one person a boy can't fool is himself."

Harry Canup, director, school of commerce extension service, division of Oklahoma A. & M. College, Okmulgee, declared that in any sales transaction the buyer is interested only in benefits to himself.

"We clutter up the issue and create resentment when we present our own reasons for making a sale," he continued.

"Come around on this side—the buyer's side—of the counter. You will see a different set of values from around here. It is new to us and some of us will not recognize it. Nor is it easy to recognize values of benefits to buyers from our familiar side of the counter if we are not practical.

"But if you can't do that you'll have problems you'll never solve from that side of the counter."

Charles N. Karr, sales promotion manager for the tractor group of Allis Chalmers, contended that the biggest investment in a business is the right investment of time and that the surest way to conserve time is with the proper local advertising program.

"There is only one basic reason for the success of manufacturers' advertising," he added. "They want to tell more people about the product to make it easier for you to make more sales.

"Advertising is valuable on trade-ins and bargains and you can retell the story of factory service and parts. In advertising you can explain the advantages of attachments and quality features, build good will by telling why a product has longer life and gain acceptance of the firm name and line.

"There is only one time to stop advertising—when you want to lower volume and go out of business. Advertising is a special technique for mass communication and

# Don't do it yourself-

Let DURALL  
make your screen sales  
for you

New Tension Screen Self-Service Counter starts sales and makes 'em right here.

Now you can feature Durall Tension Screens "up front"... catch the impulse buyers...and service your customers better with this complete stock-display unit. Never before has so much merchandising of tension screens been packed into so little space.

## HERE'S WHAT YOU GET

A Stock Assortment that's Easy to Take—Easier to Sell  
Turn over your stock with only two house-jobs

30 Durall Screens—Four most popular sizes  
5 No. 2838 • 5 No. 3238 • 10 No. 2854 • 10 No. 3254

sell screens at regular prices for \$152.63  
your normal cost would be \$101.75

**BUT ALL THIS COSTS YOU ONLY \$96.66**

## AND HERE'S WHAT YOU GET FREE

1. NEW COLORFUL DISPLAY COUNTER...that stops...sells... and stocks thirty Durall screens.
2. NEW MODEL-DEMONSTRATOR...with actual Durall screen...sales story, prices and measuring instructions.
3. NEW MERCHANDISING KIT...with assortment of new literature, builders folders, window streamers, stuffers, mats, etc.
4. NATIONAL ADVERTISING, TOO...big consumer ads set up sales for you. Tie in...display this self-service counter "up front"...run ads in your local newspapers.



## NEW SELF-SERVICE DISPLAY

5½ ft. high, 1½ ft. wide, 2½ ft. deep. Takes less than 4 sq. ft. Refill from open stock.

Sparkling green and yellow printing on heavy white corrugated. Sturdy construction...made to last all season.

## WHY DURALLS ARE THE BIG-SELLING TENSION SCREENS

1. EFFICIENT, ECONOMICAL, EASY to use. Go up and down from inside. Never need painting, never streak woodwork.
2. FINEST QUALITY THROUGHOUT...install easier, made stronger to last longer...Multi-Strand edges on all sizes fit tight to window.
3. PACKED IN INDIVIDUAL CARTONS to

keep clean, stack neater, store in little space. Also prevents damage and makes them easy to inventory.

4. ESTABLISHED PRICES, profitable mark-up...reputable manufacturer assures established market through years of brand name merchandising and millions of trouble-free installations.

Be sure to get the best results from your screen market. Ask your jobber or write today to...

**DURALL**  
PRODUCTS COMPANY

Sixth Ave., York, Penna.



## Georgia-Florida Officers



R. J. McCann, newly-elected vice-president of the Florida Retail Hardware association, congratulates R. M. Bronson, new president of the Florida group and Ferrest Knapp, president of the Georgia association. Looking on at right is W. W. Howell who serves both associations as secretary-executive manager. C. C. Giddens, vice-president of the Georgia group was not present for the picture. The joint convention was held in Jacksonville March 4-6. New directors for the Georgia group are: E. R. Bates, Virgil Foss, William T. Avery, E. D. Pennington, and Clarence R. Johnston. For the Florida group: Martin F. Stuck, Jack F. Proctor, Paul G. Franklin, and T. R. Hodges

costs less than any other method."

W. M. Dreier told the convention that "more profitable sales come closer to being a panacea for all problems that plague the industry." He is general sales manager for Massey Harris.

"I don't know the arts and techniques," he continued, "but I do know the fundamentals. They boil down to find 'em, tell 'em and sell 'em."

Dreier held up four cards, suspended each from the other by a tricky arrangement of cord. In order from top to bottom the cards listed "New Machinery," "Used Machinery," "Parts" and "Service." Reversing the set, he suspended the cards to show service, parts, used machinery and new machinery in that order and said:

"The best sales organization in the world can't do the job unless attention is paid to these factors in this order. Service today means a sale tomorrow. Machinery is now too complicated and the farmer's amateur efforts at self service in the past have proved to be poor economy, so he wants to know about service before he buys.

"Parts should be on a parallel with service. If you don't have a good parts service reputation,

every sale comes a little bit harder. And you are actually paying for perpetual inventory control, whether you have it or not.

"Merchandising used machinery is regarded as one of the curses of the business, but the answer can be found in such a manner that this, too, can be a profitable part of your business. And remember that the wild trader you talk about and criticize and for whom you predict failure may often actually be a good machinery merchandiser

### Prospect List

"On new machinery you must have a prospect list, prospects are in the country and not obligated to come to you. Keep intelligent records. Talk from the farmer's profit angle. Talk dollars and cents benefits and owner benefits."

Other speakers were Russ Mueller, managing director of NRHA and Robert M. Thomann, editor and general manager of the official publication of NRFEA.

Luncheons for dealers were served by John Deere, Massey-Harris, Minneapolis-Moline and Oliver.

Principal entertainment feature was the annual banquet.

## Tennessee Group Elects Thompson

AT THE CLOSE of the 19th annual meeting of the Tennessee Retail Hardware Association held in Nashville, February 19-21, Harry F. Thompson, Jr., Nashville, was advanced from first vice-president to president, succeeding J. C. Greer, Loudon. Carl Higginbotham, Memphis, was elected first vice-president; J. H. Jenkins, Chattanooga, second vice-president; Walter Robinson, Cleveland, director for East Tennessee, and E. B. Baird, Lebanon, director for Middle Tennessee. Morris P. Jones was re-elected executive secretary. Memphis was selected for the 1957 meeting.

### Olmstead Speaks

Fred R. Olmstead, promotion manager for the national association, discussed in detail the problems involved in the national association's promotional program and also some of the problems of the retailer in attempting to co-



Harry F. Thompson, new president of the association

operate in this same program. He complimented the group by referring to the fact that the average hardware store in Tennessee has an annual volume of \$106,000 as compared with \$86,000 nationally.

Another statement of Olmstead's to the effect that the average life of hardware stores is 29 years was in direct contrast with the earlier action of the Tennessee association in awarding a 50-years-in-business plaque to Greer Hardware Co., Loudon. Retiring President J. C. Greer is the third generation of his family to own and operate this store.



**2 CUTTING  
EDGES**

ONE EDGE FOR  
**HEAVY CUTTING**  
ONE EDGE FOR  
**LIGHT CUTTING**

**18 T**

**12 IN**

**24 T**

Use this edge for cutting larger sections such as bolts, pipe and rod

Use this edge for cutting thin sections such as tubing and sheet metal

STANDARD DOUBLE EDGE  
NO. DF1218/24

**Griffin**

HACK SAW  
BLADE

# A new **DOUBLE EDGE** Hack Saw Blade

now one hack saw blade for  
cutting all thicknesses of metal



Home owners and mechanics will really go for this new double edge flexible blade.

This is something really NEW for Hand Hack Saw Blades. One 12 inch double edge blade that handles all thicknesses of metal cutting. 18 teeth on one edge for general

heavy cutting . . . bolts, pipe and rod; 24 teeth on the other edge for cutting thin sections . . . sheet metal, light tubing, thin wall conduit, etc. HEAVY cutting and LIGHT cutting all on one blade.

And these new double edge blades are individually carded and packaged in a real **SELL** display. This will give you impulse sales on what is often an accommodation item.

50 carded blades to the display. Ask your jobber for this really **NEW** Hack Saw Blade.

**G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE**

Sales Representatives: John H. Graham & Co Inc., 105 Duane Street, New York 8, N. Y.

**Griffin**

FRANKLIN,  
NEW HAMPSHIRE,  
U. S. A.



## Available free to readers. Circle the numbers of items wanted on the return post card, page 118

**Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a new catalog. The catalog contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. 36 on coupon, pg. 118

**Chains.** A catalog sheet, in color, which describes the advantages of the new "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet illustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.

Circle No. 37 on coupon, pg. 118

**Plastic Poppers.** All Dylite poppers are listed and shown in full colors in Weber's 1956 catalog No. 32. The scale-finish Scaly and the candy-striped Zebra are new styles that have been added for the 1956 season. The poppers are molded of Dylite plastic, the new expandable polystyrene, and a complete line is carried for all types of fishing. The Weber Lifelike Fly Co., Stevens Point, Wis.

Circle No. 38 on coupon, pg. 118

**Hinges.** "Hinges for Light Construction" is the title of a new four-page catalog that describes and illustrates a representative variety of the hinges available for such light construction as residences, motels, stores, etc. The new literature presents such features as Oilite bearings, non-rising pins and the new non-mortise hinge. Also described and illustrated are items of forged iron builders and cabinet hardware, in addition to such accessories as forged iron mail boxes, foot scrapers and letter slots. McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.

Circle No. 39 on coupon, pg. 118

**Hardware Assortments.** Free, illustrated catalog-price list circulars, featuring the newest "Select-a-Pak" hardware assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on a separate sheet. Also included are illustrations and information on the free "Select-a-Pak" display boards, panels and layouts pertaining to the specific assortment, and which are designed to fit present dealer fixtures. Space is allowed for wholesaler imprint. Circulars are 8½ x 11 inches in size and printed in two colors. They may be used with "Select-a-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Circle No. 40 on coupon, pg. 118

**Fishing Tackle.** The new Pflueger Trade Catalog No. 92 is 8½ x 11 inches and has 76 pages. Among the several new items described are two new spinning reels—the Freespeed for fresh water at \$14.95 and the Sea Star for salt water and fresh water trolling at \$29.95; also two new models of casting reels for monofilament line; the complete line of new Pflueger rods; numerous new spinning lures and new self-merchandise packages on hooks and sinkers. Enterprise Manufacturing Co., Akron, Ohio.

Circle No. 41 on coupon, pg. 118

**Fishing Hints.** A 4-booklet series containing fishing tips and tackle recommendations is now available to dealers for over-the-counter merchandising. The booklets are 2-color, have from 16 to 24 pages, and may be carried in a coat pocket or kept in a tackle box. They contain many illustrations and diagrams for quick mastery of proper techniques. Shakespeare Co., Kalamazoo, Mich.

Circle No. 42 on coupon, pg. 118

**Power Tools.** Seven single sheet catalog pages illustrate, describe and give specifications on each of the three Wen "Quick-Hot" Electronic Soldering Guns, three Electric Sand-

er-Polishers and the new Rotary Motor Electric Power Saw. The sheets are 8½ x 11 inches or 11 x 11 inches and are printed in two and three colors. Wen Products, Inc., Chicago 31, Ill.

Circle No. 43 on coupon, pg. 118

**Water Heaters.** Five specification sheets, in color, feature electric and gas water heaters. These contain illustrated descriptive material, including detailed roughing-in dimensions. W. L. Jackson Manufacturing Co., Inc., 1216 E. 40th St., Chattanooga, Tenn.

Circle No. 44 on coupon, pg. 118

**Home Locks.** New "color-accent" locks are introduced in a full-color, 12-page "Lock Fashions" brochure. The brochure shows the open-back Continental and Manhattan designs, and illustrates possible background paint colors, fabrics and wallpapers. Locks for every purpose throughout the home are shown and proper selection and placement are fully covered, along with helpful hints on lock stylings and finishes. Schlage Lock Co., 2201 Bayshore Blvd., San Francisco, Calif.

Circle No. 45 on coupon, pg. 118

**Carriages and Strollers.** The new 1956 Carriage and Stroller Catalog is offered to the trade. Specific models of the juvenile products line are illustrated and features are described clearly and concisely. One page is devoted to sales aids offered by the company. The catalog is in color. O. W. Siebert Co., Gardner, Mass.

Circle No. 46 on coupon, pg. 118

**Nails.** A new pocket nail catalog listing "over 10,000 types and sizes of nails" is available. Nine kinds of finishes, eight kinds of shanks and points, and 23 different kinds of heads are shown in the catalog. Nail packaging includes the 100-pound fibre container and smaller fibre boxes in 5-, 10-, and 25-pound sizes; nails also are packaged in ¼- and 1-pound cartons. Continental Steel Corp., Kokomo, Ind.

Circle No. 47 on coupon, pg. 118

GAIN GREATER PROFIT THIS YEAR  
**SELL EAGLE DEPENDABLE  
 CANS and OILERS**

*The Complete Line*

Eagle high-quality oilers and cans are made in all styles and sizes, for every purpose in the home, farm, garden, workshop, sports, or hobby corner. Efficient design and sturdy construction assure economical, lasting service. Your customers will like you, and you'll reap greater profit when you stock the Complete Eagle Line.

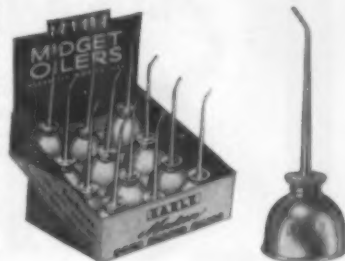
*Order* from Your Supplier or write  
 direct to Eagle for information.



EAGLE ECONOMY OILERS



EAGLE COPPERITE  
 BENCH OILERS



EAGLE MIDGET  
 HOUSEHOLD OILERS



EAGLE RAINBOW HYDRAULIC  
 PUMP OILERS



EAGLE #33 ALL-PURPOSE  
 PUMP OILERS



EAGLE #99 SEAL-TIP  
 SPORTSMAN OILERS

*Write* FOR LATEST EAGLE CATALOG SHOWING THE COMPLETE LINE OF EAGLE  
 OILERS; SAFETY, OIL, AND GASOLINE CANS; AND CONTAINERS. IT'S FREE.

**EAGLE**

**MANUFACTURING CO.** Wellsburg, West Virginia

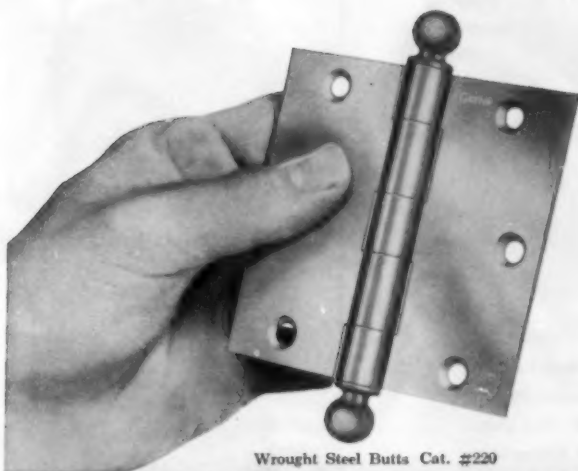
Serving Industry Since 1894



EAGLE FLAT-JAK  
 STOWAWAY FILLERS



EAGLE 2 1/2-A GALVANIZED  
 GASOLINE FILLERS



Wrought Steel Butts Cat. #220

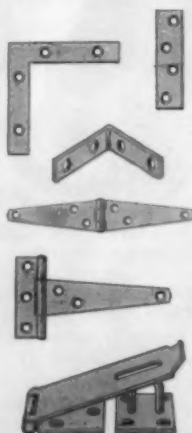
all year 'round...  
more and more dealers  
are saying:



Builder's Special  
Cat. #540

"Let's handle  
**GRIFFIN**"<sup>®</sup>

a full line—**WROUGHT**



**STEEL BUTTS and  
SHELF HARDWARE**

You'll find your fellow  
dealers saying, "We like to  
handle the Griffin line."

Buy in any selections you  
want—in any item in shelf  
hardware...mending plates,  
flat corners, corner braces,  
strap hinges and T hinges  
(light or heavy), safety  
hasps, shelf brackets, or  
what have you.

"A good line of hinges to handle" ... that's  
the trade's way of saying, "We like to sell  
Griffin products" ... "Griffin gives good  
service ... they back up their product ...  
they never have and never will cut their  
quality ... our wholesaler-supplier likes  
everything about the firm's policy ... and,  
our customers like the product."

Display them and you'll sell them—Griffin  
Hinges ... order by the carton ... in any  
selections your customers want.

*NEW VISIPAKS — Order by  
the carton of individual VisiPak  
carded items.*



**GRIFFIN**<sup>®</sup>  
"since 1899"

**MANUFACTURING CO. ERIE, PA.**



Millions of us 4 to 7 year olds are  
your market for the **ALL-NEW**  
**WINCHESTER** TOT-TAILORED LINE

TRADEMARK



I'M THE SMALLEST  
SO I TAKE THE  
#10 TRAINER



I'M OLDER AND BIGGER  
SO I GET THE #20  
ADVANCED TRAINER



I'M A BIG 7—IT'S THE  
#30 JUNIOR  
FOR ME!

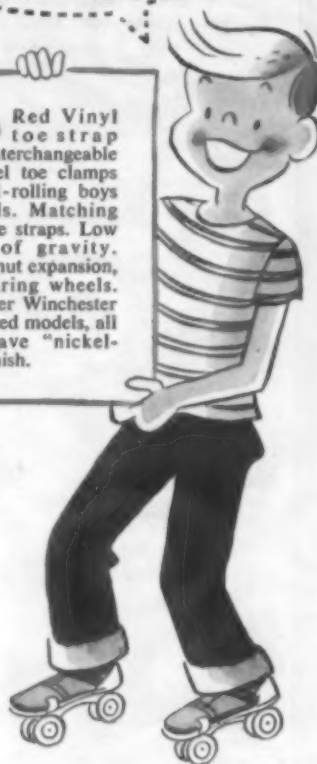


A beginner's skate for the smallest toddler. No key—winged nut expansion. No toe clamp. Rubber non-staining, non-marking noiseless wheels. Low center of gravity, slow wheels for safe and easy skating. Laced red Vinyl plastic toe strap with bell.



Steel ball-bearing wheels, now. But no key, no toe clamp—winged nut expansion. Low center of gravity. Laced red Vinyl plastic toe strap with bell. Red ankle straps to match. The #20, like the #10 and #30 gives lots of support to small feet—naturally.

 Red Vinyl toe strap easily interchangeable with steel toe clamps for hard-rolling boys and girls. Matching red ankle straps. Low center of gravity. Winged nut expansion, ball-bearing wheels. Like other Winchester tot-tailored models, all parts have "nickel-lume" finish.



And don't forget the best regular size skates made —

**THE WINCHESTER  
SUPER SPEED LINE**

When they're really ready to roll, sell them one of the Winchester Super Speed models. The #3537 Super Speed Junior, the #3536 Super Speed Intermediate or the #3831 Super Speed Deluxe will give them more skating fun for their money.



No. 3831



No. 3537



No. 3536

WINCHESTER-WESTERN DIVISION, OLIN MATHIESON CHEMICAL CORPORATION, NEW HAVEN 4, CONNECTICUT

What's boosting  
**BOKER-** is boosting  
you!

the right

• **QUALITY** • **MARK UP**  
• **RETAIL PRICES**  
• **NATIONAL ADVERTISING**

Satisfaction stemming from a century of quality and progress keeps customers coming back for other BOKER TREE BRAND items, pliers, snips and garden tools. Ask your Jobber today about the whole BOKER line.



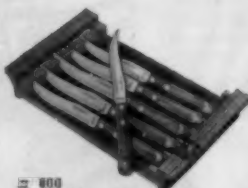
"EASY PINKER"  
SHEARS

Removable hollow-ground precision steel blades. Forged Aluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



B54  
HOUSEHOLD KNIFE SET

Fast pace-setter! A top quality assortment of most-used kitchen knives, in a fashionable, pink wall holder. Stainless steel, hollow-ground knife blades, genuine Pakkawood handles.



B800  
STEAK SET

An item women go for - every man wants. Handsome to look at... razor sharp, hollow-ground blades.



B472  
CARVING SETS

Sell quickly because they look their quality! Highest quality steel. Genuine stag handles shaped to fit the hand.



B666  
POCKET KNIVES

Sell them once, and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



B50-B  
SCISSORS -  
SHEARS

Priced to sell on sight - at a good profit! Wide variety of sizes. Quality all the way.

The Saturday Evening  
**A POST**  
Recognized Value

**H. BOKER & CO., INC.**  
Established 1837

181 Duane St. New York 7, N.Y.

Plants at: Maplewood, N. J., Bridgeport, Conn., Ft. Smith, Arkansas



## Du Pont Sells "Cel-O-Glass" To Arvey Corp., Chicago

SCOTT CAMPBELL, general manager of the Arvey Corporation, Chicago, has announced that the corporation has purchased all manufacturing, merchandising and trademark rights for "Cel-O-Glass," a transparent, coated window material, from E. I. Du Pont de Nemours. The material has been manufactured by the Arvey Corp. according to Du Pont specifications since November, 1954.

"Cel-O-Glass" window materials are fabricated of 14 mesh galvanized steel wire coated with a tough clear plastic. Its uses include original glazing material, storm windows, poultry house lighting, breezeway protection, greenhouses and similar utilization.

The Arvey Corp. reported its intention to retain the "Cel-O-Glass" trademark. The materials are sold through hardware, building supply retailers and similar retail outlets.

## Black & Decker Offers Dealer Training Course

THE BLACK & Decker Mfg. Co. is offering to dealers over the country a training course designed to help them increase their sales. The course will cover such subjects as product knowledge, display, local tie-in advertising, inventory, and installment selling. Black & Decker regional, district and branch managers and salesmen will participate in the presentations, which are to be held on location all over the United States.

The training session will be followed by regular salesman calls to individual dealers to give additional information and to help them on specific problems. In this way the training course will continue indefinitely.

The dealer training course is being conducted by the Hardware Division, of which Albert S. Fehsenfeld is sales manager.

## Manual Shows How to Profit from Circular Promotions

TO HELP HARDWARE retailers and wholesalers get a bigger share of the billion dollar outdoor living and vacation needs market, Cosgrave & Associates, 14 Rawley Place, Millburn, New Jersey, offers an Outdoor Living Consumer Circular and an Instruction Manual. The Manual, a new and important part of the Circular promotion, shows how to make profitable use of a promotion of this type.

The Manual has a three-fold purpose: It instructs the wholesaler in preparing for the promotion; it instructs the wholesaler's sales staff in selling the Circular to dealers; it guides the salesmen in helping the dealer to put on a complete mail and point-of-sale promotion that will make him competitive with chains and syndicate stores.

Each wholesale salesman receives a Manual in an attractive pocket-type folder which bears his company's imprint. It contains sample circulars, ad mat and store trim kit presentation sheets, instruction and ordering forms that simplify and speed the handling of the promotion.

The wholesaler's Master copy of the Manual also contains information on how and where to buy the Circular merchandise, and how to estimate merchandise needs so that there is sufficient stock for the sale.

Wholesalers may obtain this Circular promotion on an exclusive basis in their territories.

### New York Wire Cloth Company to Build \$3,000,000 Plant

PLANS TO SPEND \$3,000,000 for new buildings to house most divisions of the New York Wire Cloth Company, York, Pa., were revealed recently by President Louis D. Root, Jr. "It is the intention of New York Wire Cloth to erect a beautifully landscaped plant, which will be one of the most attractive and modern industrial plants in the country," said Mr. Root. "The new construction will also permit our company to develop and manufacture new products in the wire cloth field."

A 60-acre site, situated on the Lincoln Highway a few miles west of York, has been purchased.

### New Chicago Warehouse for Southern Screw Co.

ANNOUNCEMENT OF a new location for the company's Chicago warehouse has been made by Fritz Jensen, president of Southern Screw Co., Statesville, N. C.

The new warehouse is located at 4240 West Peterson Avenue, Chicago 30, Ill. Shipping, receiving and ample parking area are located to the rear of the building with entrance off Sauganash Avenue between North Kildare and North Tripp Avenues.

The modern warehouse almost doubles the floor space of the previous warehouse, and enables the company to give better service in its line of products.

### Large Number of Exhibitors Reserve Space for Houston Housewares Show

RESERVATIONS have been made for more than 60 percent of the exhibit space in the 1956 Houston Gift & Housewares Show, according to A. F. McClellan of Radoff Bros., vice-president of the Show and chairman of its Contract Division.

"The enthusiastic response of the 3,761 buyers attending the last Show made our expansion of the 1956 Show floor space at the Coliseum imperative," McClellan said. "At the rate we're receiving contracts now, our 247 exhibit spaces should be sold out by April."

McClellan also announced plans for a delegation of Houston Show officials to attend the coming NHMA Show in Chicago. Heading the delegation will be Howard Martin, executive secretary of the Houston Gift & Housewares Show.

Manufacturers who have not yet placed their reservations for the 1956 Houston Gift & Housewares Show are invited by McClellan to submit applications at the earliest possible date. He may be addressed at P. O. Box 2586, Houston, Texas.



- QUALITY • MARK UP
- RETAIL PRICES
- NATIONAL ADVERTISING

BOKER tools are as finely made as the famous BOKER TREE BRAND Cutlery... from special analysis, chrome vanadium steel—every tool load-tested, diamond-tested for hardness, and accurately machined. Your customers will go for them!

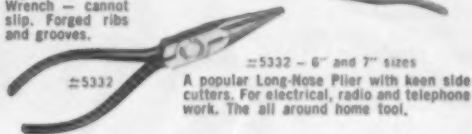


#275C - 7" - 10 1/4" - 12 1/4" sizes

Heavy duty Combination Pattern Snips will cut curves as well as straight lines. Other patterns and sizes also available.



#6507 - 10" size  
Patented Groove-Grip, 5 position adjustable Plier-Wrench - cannot slip. Forged ribs and grooves.



#5332 - 6" and 7" sizes

A popular Long-Nose Plier with keen side cutters. For electrical, radio and telephone work. The all around home tool.



#5612 - 6" - 7 1/2" - 8 1/2" sizes

Heavy duty side cutting Plier widely used by linesmen and electricians and for maintenance repair.



#8179

#8179 - 4 1/2" - 5" - 6" - 7 1/2" sizes

Diagonal cutting Plier used by telephone, radio and electrical workers, "Do-it-Yourselfers" and for general maintenance repair.



#6W

#6W - 4" - 6" - 8" - 10" - 12" sizes

Chrome plated finish, special alloy steel thin Wrench. Exceptionally strong.



#B2

#B2 - 10" size  
Compound action Aviation Type metal Snips. B1 cuts left; B2 cuts right; B3 universal straight cut.



The Saturday Evening  
**A POST**  
Recognized Value

H. BOKER & CO., INC.  
Established 1837

101 Duane St. New York 7, N.Y.

Plants at: Maplewood, N. J., Bridgeport, Conn., Ft. Smith, Arkansas



## It Must Also Make Net Profits

(Continued from page 58)

necessary connecting link between manufacturer and retailer.

We might start with the basic premise that the wholesaler simplifies, and reduces the cost of, the distribution job. Or certainly there can be little argument that this is true in an industry such as hardware, where a wholesaler will stock as many as 40,000 or more different items and a retailer will handle some 10,000 to 12,000 or more.

It would be a hopelessly complex and vastly more expensive process for thousands of manufacturers to sell direct to thousands or hundreds of thousands of retailers. The job is done much more efficiently and economically by the wholesaler; for he makes his selections from the products of many thousands of manufacturers, buys in large quantities, furnishes vast amounts of capital, stores the merchandise until it is needed, brings it to the attention of the retailers in his trade territory through trained salesmen, performs the necessary credit investigation and collection functions, and renders many other services which are essential to the orderly distribution of merchandise.

And at what cost to the industry—and to the consumer—are these services rendered? Little enough when we consider the importance and the complexity of the job.

The hardware wholesaler's margins—as in the retail trade—vary in accordance with such varying factors as trade acceptance of various lines, rate of stock turn, etc. But, in general, the average margin is just a little more than 20%. Many "shelf hardware" and specialty lines cannot possibly be sold at so low a margin and many staple items can and are sold at substantially less. But the general average is about 20% of the wholesaler's selling price—and that's only 13½¢ to 14¢ in terms of the consumer's dollar.

But, some will say, perhaps that average margin could be reduced somewhat. Perhaps in this modern, streamlined age there are some of the wholesaler's functions that are not really necessary and some of his costs that might be eliminated.

Space will not permit exploring all phases of this problem, so let's look at just the two functions which represent the largest single items of expense for the

wholesaler. One is the selling function and the other is warehousing and the physical handling of merchandise.

There is, of course, considerable duplication of sales effort in the wholesale hardware business. In all, representatives of six or eight wholesale houses may call more or less regularly on a typical dealer, whereas two or three could take care of all his requirements. For this reason, and because the retailer so frequently buys in unprofitably small quantities, it is often thought that the hardware wholesaler's selling expense must be excessive—that this represents an item of distribution expense that could be reduced substantially or perhaps eliminated entirely.

Well, let's look more closely at the picture—after, first, reflecting on the fact that duplication of sales effort is found in all lines of trade and is a necessary part of our "free enterprise" system.

### Selling Expense

All selling expense in the wholesale hardware trade today totals, on the average, just about 4½% of sales. Or, in other words, it costs the typical hardware wholesaler just about 4½ cents out of each dollar of sales for all his selling and sales promotion effort. But that's 4½ cents out of the wholesale dollar. In terms of the consumer dollar, and irrespective of duplication of sales effort, the hardware wholesaler's selling and sales promotion expense amounts to only 3%.

For that relatively small charge, the manufacturers of hardware and allied lines are represented by a small army of several thousand competent and well-trained wholesale hardware salesmen who, in many cases, call on their respective dealer customers as often as every week and, on the average, more frequently than every two weeks. There is no other way in which the typical hardware manufacturer's products could be presented to the retail trade so efficiently and economically.

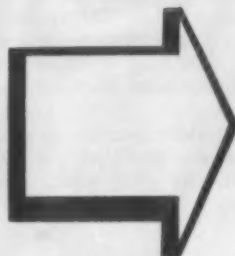
Now as to the warehousing function, that represents all the necessary services of bringing in the merchandise selected from thousands of present and potential sources of supply, storing seasonal merchandise long in advance of the season, breaking factory packages, packing and shipping dealer orders, etc. It represents the varied duties performed by the warehouse superintendent, shipping and re-

**8  
MILLION  
TIMES**

**South  
Bend**

**SpinCast  
Reels**

**will appear  
in  
fishermen's  
magazines  
this year**



**Have Them  
In Stock  
When Your  
Customers  
Ask  
For Them**

**See your jobber NOW!**







**No. 1200 SpinCast® Reel**  
Level-wind. Non-reverse  
crank control—\$28.50

**You're always an EXPERT with a**

**South Bend**

# SpinCast® REEL

**No. 1400 SpinCast® Reel**  
Exceptional value.  
Rugged, well  
built—\$14.50



**No. 1600 SpinCast® Reel**  
Click-type non-reverse  
crank control—\$17.95

**No. 700 SpinCast® Reel**  
For bait casting or  
spinning—\$12.50



Easy does it with a South Bend SpinCast®. Just close your finger over the line, back up the crank and cast. You'll get long, easy casts right from the start. It's so easy and foolproof that you can even spin cast at night!

The SpinCast® lets you be the "expert" when it comes to handling big fish, too. Its precision line tension adjustment lets you keep the right drag on the fish—yet can be changed instantly to meet conditions.

SpinCast® enclosed design assures smooth line flow—eliminates bunching and slapping—prevents line billowing in the wind. The automatic pick-up is positive even on slack line.

It's your best buy—test cast it and see!

All SpinCast® Reels come complete with 6 lb. Dacron monofilament Nylon line.  
Prices slightly higher west of Rockies and in Canada.

South Bend Tackle Co., Inc., 900 High, South Bend 23, Ind.  
In Canada: Campbell Mfg. Co., Ltd., Toronto (licensee)

## South Bend

THE BEST IN RODS • REELS • LINES • LURES

# For The First Time!

## A COMPLETE LINE OF PLATED BOLTS!



### No "Special Order" Penalties. Order In Small Quantities

- ✓ 1. Five Trays contain the 91 items that account for 60 to 85 % of the average hardware dealer's bolt and nut business. This means FAST TURNOVER and BIGGER PROFITS.
- ✓ 2. All bolts are Brite-Plated. Five assortments — Carriage Bolts, Machine Bolts (2), Cap Screws and Stove Bolts.
- ✓ 3. All bolts come with nuts on.
- ✓ 4. All products come in small-quantity cartons with the right amounts to fit into the tray sections. Eliminates over-stock storage.
- ✓ 5. The Lamson Serve Yourself Tray "advertises" and sells your "back room" stock. But, remember, it does not replace it!



**SPECIAL TRAY STAND**  
Durable floor stand available to hold any 4 trays and assortments you select.

Order from your Lamson distributor

"Help Yourself With Serve Yourself Bolt Trays"



**The LAMSON & SESSIONS Co.**

1971 West 85th Street • Cleveland 2, Ohio  
PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

ceiving clerks, stock clerks, order pickers, packers, truck drivers, etc. That's a lot of service to tie up in one package; yet the cost of the whole thing, on the average, is only about 3½% of the whole-sale dollar—and that's only about 2¼% of the consumer's dollar.

Somewhere, somehow, and by someone, this warehousing function has to be performed. It is a necessary function even in the chain store system of merchandising. It seems difficult to visualize any way these necessary services could be performed more efficiently and economically in the distribution of hardware than they are now being performed by the hardware wholesalers. Certainly it would be a vastly more complex and costly process for the hardware retailers of this country to obtain direct from thousands of distant factories, all the merchandise they ordinarily handle—just as it would be a hopeless complex proposition for the millions of consumers to obtain the hardware they need without benefit of either wholesale warehouse or retail salesrooms.

The question is one which really needs no argument. Present-day distribution practices are the product of many long years of intense competition. If there were some way in which hardware could be distributed at substantial saving in expense, and without loss of essential services, it would of course have been found long since.

Some may ask, then, why there is such general complaint about the profit picture, if both wholesalers and retailers are performing only essential functions, and in a reasonably efficient and economical way.

Perhaps the answer can merely be suggested by referring again to the fact that today we are experiencing much the same situation that we did several years after World War I. After some years of wartime and postwar shortages, our productive capacity in most lines of so-called "hard" goods has been built up to the point where production frequently has outstripped demand. Among manufacturers, there is excessive competition for markets; there is feverish insistence on equalling or exceeding past sales records. Among wholesalers and retailers there is a tendency to place the emphasis on volume rather than profit—to reach out into territory which cannot be served profitably, to sell lines which can only be sold at a

# USS American Fence...

## the brand that really moves!

For more than fifty years USS American Fence has been building a reputation for unmatched service on farms and ranches throughout the country. Today, American Fence is more widely recognized, accepted and purchased than ANY other brand of farm fence.

Customer acceptance like this pays off in sales for you! Half of your sales job is done when your fence customer sees the big, red USS American placard on every roll of fence. Chances are you'll clinch the sale when you point out the extra long wrap-arounds at each hinge joint, the tension curves for expansion and contraction control, and the heavily galvanized, rugged steel-wire construction of American Fence. You'll find it pays to feature USS American Fence.

### TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON  
JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

### USS AMERICAN FENCE

Manufacturers of American Baling Wire, American Barbed Wire and Tennessee V-Drain Roofing

### USS American Barbed Wire

Here's a natural "tie-in" sale every time you sell a roll of American Fence. It's available in five types and two gauges. Two or four-barb types, depending on your customers' needs.

### USS American Baling Wire

"NEW AND PERFECTED QUALITY"

With baling time coming up, farmers will be needing American Baling Wire. It comes in handy rolls that slip right into automatic balers with no trouble. Make sure you have a good supply on hand.



UNITED STATES STEEL



# 5 reasons why you make more money selling Myers Pumps




**① With Myers, you never miss a sale** because the line is complete including Ejectors, reciprocating, submersibles, centrifugals and irrigation pumps... deep or shallow well in a full range of sizes and capacities.

**② Guaranteed top quality cuts service time, makes more sales time.** Design, engineering and workmanship of all Myers products are backed by a warranty unsurpassed in the industry.

**③ National advertising pre-sells your prospects.** Local promotion ties the power of consistent national advertising down to your own sales territory.

**④ Sales and service training sharpens your selling.** Myers provides comprehensive training at the factory or in the field. When at the factory, Myers pays all living expenses.

**⑤ Published distribution policy protects your profit.** Myers products are manufactured to sell only under the Myers name through recognized, legitimate distributors and dealers at prices that enable all levels of distribution to operate profitably.

**See YOUR NEARBY  DISTRIBUTOR SOON! DOING BUSINESS WITH HIM IS GOOD BUSINESS**

## Myers

**Water Systems, Power Sprayers  
and Water Softeners**

**THE F. E. MYERS & BRO. CO. • ASHLAND, OHIO**  
In Canada: The F. E. Myers & Bro. Co. (Canada) Ltd.  
Kitchener, Ontario

loss, or to add services for which there is no adequate compensation.

Ultimately, of course, we must make enough on our respective businesses to pay the overhead plus at least a reasonable return on our invested capital. To that end many are now checking their operations closely with a view to effecting all possible economies which are not made at the cost of essential services. Included in many cases might be an analysis of lines handled and customers served; for there is no point in cluttering up our warehouses with merchandise which does not pay its way, or wasting valuable sales effort on customers or in territories which cannot be served at a profit.

Hardware is a fascinating business for most of us who have been in it for many years. But for our stockholders—or, more particularly, for those who are not active in the business—the all-important point is whether the dividend check represents at least a fair rate of return on the investment.

### Teamwork Smooths the Rough Spots

*(Continued from page 73)*

tailor.

The wholesaler who could make demonstrators available to the retailer would be helping considerably. I am well aware that wholesalers cannot put too many men in the field for this purpose, but factories might be able to make their salesmen available to wholesalers as demonstrators in the stores the wholesalers serve. In periods after initial ordering and fill-ins, factory salesmen could be of real help in building sales by demonstrating the products they are familiar with.

Retailers should be receptive to such assistance as wholesalers can give. I am not advocating that wholesalers set up displays or do a retailer's merchandising for him. A retailer knows his store best and how he can serve his trade best. But if we are to increase sales, we should welcome practical recommendations that wholesalers' salesmen—who observe good merchandising at firsthand—have to offer.

If we are to meet competition, we must keep our merchandise up to date. It is imperative for retailers to attend housewares, garden supplies and other shows put on by the manufacturers and wholesalers, even though it takes us away



*Beautiful Best Sellers!*

## LITTLE BROWN JUGS & CHESTS

*Duncan Hines* GRILLS



No wonder this is America's biggest selling line of jugs and chests. Each model is a work of art, with smart two tone color styling and beautifully sculptured design. Typical of the product refinements and developments that make Little Brown Jugs and Chests the best sellers in the field are the new easy-action latch on the Chests and the rugged two-piece construction features of both the Jugs and the Chests.

DUNCAN HINES Grills have taken the "outdoor living" market by storm! Their distinctive construction features and exceptional quality make them easy to sell. There are sizes and models to suit every prospect... each one fully approved by Duncan Hines, America's foremost authority on good eating.

Other Hemp products include the Vagabond line of Jugs and Chests completely redesigned for volume merchandising.

©TM Duncan-Hines Inst., Inc.

*Order From Your Dealer*

*Manufactured by*

**HEMP AND COMPANY, INCORPORATED**

DEPT. SOUTHWEST STREET, CHICAGO, ILLINOIS

Producers of Quality Metal Products for 93 Years

from our business for short periods.

One other small service I would like to see wholesalers render is the preparation of signs for windows and store when we promote certain items or lines. If they were equipped to do this and we could call on them for signs, we could do a better promotion job.

## Keep Retailers Posted on Prices & Products

By Forrest C. Johnson, Jr.

Johnson Hardware Co.  
LaGrange, Ga.

I THINK THE relationship between the wholesaler and the retailer is better today than it has ever been. For example, with his teams of specialized buyers, the wholesaler takes the headaches out of buying for the average retailer. His buyers buy their stocks from a wide variety of markets. They compare many products for quality and price, selecting those that give the most quality for the money. If the retailer didn't have this help, he would have to use the trial-and-error method in selecting his mer-

chandise, relying only on his limited judgment as to the merits of the product he buys. Then, too, the wholesaler guarantees the merchandise he sells us. We don't have to worry about the quality of the product.

At the present time, I think the wholesaler is putting too much emphasis on selling the retailer his line and is not giving enough attention to service to the retailer. This is particularly true with relation to the "small" things that a dealer needs help on from time to time, such as how to handle complaints, special orders and claims expediently. Many wholesalers cannot get merchandise to a dealer in a hurry. It seems that an item ordered in a hurry has got to go through 10 departments before it can be shipped. This leaves the retailer in an embarrassing position with his customers. Most mail-order houses give their customers 24-hour service on rush orders, and our wholesalers should gear their operations to do as well.

I think wholesalers do a better-than-average job of informing the retailer about new products and new models. However, present policies regarding price changes work a hardship on the retailer.

Years ago, price changes were announced well ahead of time—first, by written notice, and later, by the salesman who advised again of the date the change was to occur. Under this system, we had a chance to check stock levels and order before the change took place. Today, we often hear of price advances *after* the change is made. We have no chance to fill in low stocks prior to the advance. If the change is a price decline, we're caught with high-priced merchandise we have to sell at a loss.

## Have Stock Available

I also think that wholesalers and manufacturers who introduce a new product should be ready to fill all orders their advance publicity creates. One firearms manufacturer has introduced new models for the past two years with national publicity. My wholesaler's salesman brought the samples around, and I ordered for my customers. Then, I don't get delivery. I have one order with the manufacturer now that is nearly a year old. My customers cannot understand why I don't have the gun they're hearing so much about.

# STRUNK *SpeedDemons* ARE TOPS IN DIRECT DRIVE

**LEAST TIRING**  
No pushing or pulling—super fast, narrow kerf chain does all the work.

**PRESSURIZED AUTOMATIC**  
oiling plus manual pump insures continuous oil flow.

**EASIEST HANDLING**  
Perfect balance plus simple lightweight design.

**"HARDITE TREATED"**  
throughout entire rail edge for longest bar life.

**EASIEST TO MAINTAIN**  
Direct drive means fewest parts to replace or maintain.

**FASTEST CUTTING**  
Naturally fastest since chain travels 3 times faster than in gear drive saws.

Once you cut with a STRUNK, you'll never use any other saw. 7 models for light, medium and heavy duty cutting. Send the coupon today.

**STRUNK** Chain Saws, Inc. • Coatesville, Pa.

STRUNK Chain Saws, Inc.  
430, Coatesville, Pa.

☐ Please send your Chain Saw Booklet,  
☐ I'd like to see a SpeedDemon demonstrated.

NAME

STREET

POST OFFICE  STATE

## Promoting Sales with a Traveling Sample Room

(Continued from page 75)

two-week segments and go over this schedule carefully at our sales meetings, which are held every two weeks. We attempt to have our regular territory salesman go with the van when it is in his territory, and work with it. This is a "must" in the larger centers, where the van is placed in a parking lot and the customers are brought to it in the regular salesman's car. We have found the driver can work satisfactorily by himself in the smaller towns, where he is able to pull the van right up to the front or rear of the customer's store and go to work. However, sales are always much better when the regular salesman is present.

There is no long-range fixed travel schedule. The schedule is usually planned every two weeks and, at most, every month. This planning is done at our regular sales meetings, with an attempt to jump from one salesman to the other as much as is feasible so that no one territory will have the van for any long period. Dealers are given several days' advance notice of the arrival of the van in their respective communities, either by letter or post card.

We have found it takes a month to change the van display and three months to completely cover our territory, which limits us to three changes per year. We have no strict rule on what we will display, and when. But after three years' operation of a display van it looks like a normal year's schedule is as follows:

January, February and March, fishing tackle and spring sporting goods.

May, June and July, toys and gift goods.

September, October and November, housewares.

Frankly, the expense of the operation runs high. First we have the actual cost and depreciation of the equipment itself, then the salary and expense of the driver-salesman; and on top of this, we pay our regular salesmen their full commission on the sales made on the van in their respective territories, whether they are present at the time the sale is made or not.

Then there is the expense of the merchandise itself. No matter how careful we are, there is always some damage, and in no case can the merchandise be put back in stock. This means we must dispose



## Handle all 3 of these popular products

IT'S PROFITABLE to stock Cortland Brand Hardware Cloth and Wire Nettings. Because dozens of uses keep these quality products in constant demand. Strong and durable, they're made from finest corrosion-resisting electric furnace steel... are easy to handle, uniformly woven, heavily galvanized. Meet U.S. Department of Commerce Commercial Standard.

★ **HEXAGON POULTRY NETTING** Mesh:  $\frac{3}{4}$ ", 1", 2" standard 20 gauge. Also 18, 16 and 14 gauges. Standard widths. 150 linear ft. rolls. Continuous or lock-twist types. Galvanized before or after weaving.



★ **ANIMAL PEN NETTING** Heavy grade hexagon netting, galvanized after weaving. Includes Mink, Fox, Crab Trap Netting. Mesh:  $\frac{3}{4}$ ", 1", 1 $\frac{1}{2}$ ", 2". Wire gauges: 14 to 18. Standard widths. 150 linear ft. rolls. Continuous-twist type.

### Free Sales Kit

Includes streamers, folders, newspaper mats to help you sell Cortland Brand products. Write for it!

★ **HARDWARE CLOTH** Standard and heavy grades, square mesh. Mesh: 2, 3, 4 and 8. All-welded wire cloths also available in  $\frac{1}{2}$ ",  $\frac{3}{8}$ ",  $\frac{1}{4}$ " and 1" mesh. 100 linear ft. rolls, standard widths.



Wire Screening  
Nails & Brads

**WICKWIRE BROTHERS, INC.**

**Cortland, N. Y.**  
CAVERT & LIPSCOMB  
NASHVILLE, TENNESSEE  
DALLAS, TEXAS





of it at a reduced price to some dealer; or sometimes, in the case of toys, our employees have taken most of the items at a discount.

This latter expense is one we feel the manufacturers should assist us with in some way; but, so far, we have been very unsuccessful in selling them on the idea. However, we did have one manufacturer to furnish us his full line of electric clocks—minus the guts. Apparently, they can't conceive of just what we are trying to do to help them get their goods before the retailer, or else business is just so good for them at present they don't see the need of cooperating.

To express the cost of operating the van in terms of a percentage of sales would be almost impossible. We are certain it is the cause of many sales being made that are not written up by our van driver. In fact, we even know of sales it has made for our competitors—as in some cases when the dealer would see it on our van, not buy it at the time, and then later on give the order to one of our competitor's salesmen! Of course, that comes under the category of "tough;" but the point is, the manufacturer was still reaping the

benefits of our merchandising his goods and at no cost to him.

The reception of the van by our dealers ranges all the way from enthusiasm to absolute indifference. As a general rule we would say the reception is good—that the average dealer appreciates what we are trying to do and takes full advantage of his opportunity to see the latest items available to improve his profit. At the same time there are some who won't even leave their stores long enough to take a look.

We are now entering our fourth year of operating a van. From the outsiders' point of view, that is probably proof enough that it is proving profitable; otherwise we would have stopped before now. We feel that if we were in a metropolitan area with show room facilities, the van would not be necessary; but as stated in the beginning, being a more or less "rural" distributor we find that the van fits into our picture satisfactorily. In spite of all the headaches and added expense, it probably shows a net profit due to the substantially increased volume we enjoy on the items merchandised in this manner.

I have been asked what items respond most favorably to this method of selling; what the results have been in terms of sales of toys, gift goods, and housewares; and whether we plan to expand into other lines with our display van.

In reply, it may be said quite definitely that it's on the new items that we see the best results—that is, in lines where there are frequent model and style changes, such as toys, sporting goods, housewares, etc. We find that the old, staple hardware has no place on the van.

As to results of this promotional method on various lines as a whole, it's difficult to give anything very specific—except to say that as regards toys, I don't believe we would handle that line at all without the van. As to gift goods and housewares, as well as toys, we know that the results of this effort were reflected in considerable increase in sales immediately.

At present we're not considering much if any expansion into other lines for the reason that there is a limit to the types of merchandise that lend themselves to this method of selling. However, the van is now displaying summer furniture items for the first time—lawn furniture, outdoor cooking equipment, etc.—with fair to good results.

## Opportunity for Business Management

(Continued from page 78)

manufacturers' offerings, and to keep informed on the technical details of all the products he stocks and sells!

By carefully screening manufacturers' offerings, gathering product knowledge about the lines finally selected, and making it available to the retailer as it is needed, the wholesaler relieves both manufacturers and retailers of almost impossible burdens.

This function has a further refinement in the processing of special orders. Here is one place where, at first glance, the wholesaler seems superfluous. When neither retailer nor wholesaler stocks an item, and it must be ordered specially from the factory, why go through the wholesaler?

A glance at the array of catalogs behind the desk of the typical wholesale hardware buyer provides the answer. In the course of his daily work of talking with

## NEAREST THING to a TALKING FLOAT!



Now—every Ideal 5-Way Plastic Fishing Float tells its own sales story... right in your display bin!

New collar explains each of the 5 uses

1. Easy on... Easy off with spring-hook attachment
2. Perfect for Live Bait Slip Casting, Trolling or Spinning
3. Changes immediately to stationary
4. Choice of White Top or Red Top
5. or Red Top



MORE IMPULSE SALES • GREATER MOVEMENT • INCREASED PROFITS

### Exclusive Features

1. Easy on... Easy off with hole through the center—fishes upright!
2. Pull-Button action
3. All brass center tube

Available in most used sizes at popular retail prices.

101-1"	20¢ ea.
101-1 1/4"	25¢ ea.
101-1 1/2"	30¢ ea.
101-1 3/4"	35¢ ea.

Packed 1 Dozen in Handsome, Folding Display Box

*Ideal*

Wholesale Advertisers in Sports, Fishing, Outdoor Life, Field & Stream • The Fisherman • and others

FISHING FLOAT COMPANY, INC. • RICHMOND, VA.



manufacturers' salesmen he builds up a vast fund of knowledge regarding unusual and out-of-the-ordinary products. In his head and in his files is information regarding products virtually unknown to the average consumer. Frequently the wholesale buyer is the most informed authority on the items within his line of anyone in the market area.

It is good for the manufacturer to know that such a man is familiar with his product. It is good for the retailer to know that he can fall back on him for help when needed. When the special customer comes in with the special request, the retailer cannot be expected to know, every time, what the item is, and where it can be secured. The wholesaler relieves him of the research and makes the unusual available almost with routine dispatch.

Even in the normally accepted function of warehousing, the services of the wholesaler are not fully appreciated. We tend to think of the hardware warehouse as a storage place. It is that, but it is something more. It is a classifying and transshipping place. In its overall aspect it is a place to which many manufacturers send bulk quantities of merchandise, and a place where many retailers go to get a variety of merchandise from many manufacturers. The cost of packing and shipping is a very real and tangible cost.

The amount of merchandise from any one manufacturer on a typical order shipped by a wholesaler is generally small. If every manufacturer had to ship to every retailer direct, many, many more packages would be involved, and many, many more small shipments would be required. The wholesaler makes it possible for both manufacturer and retailer to take advantage of bulk packing and shipping costs.

There is an increasing tendency for the retailer to use the wholesale warehouse as his own back-up warehouse. He is carrying smaller inventories of his own and ordering more frequently from the wholesaler. More than that, he is depending more and more upon the wholesaler to supply his peak demands.

Over-the-counter sales and rush orders to merchants who have a customer waiting have become one of the major problems of the wholesaler. This is a real service which he renders to the retailer, but our observations during the survey previously mentioned tend to confirm the opinion that neither

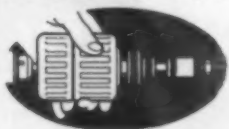
"SOLD 36  
IN JUST  
33 DAYS,"  
SAYS CHICAGO  
HARDWARE  
RETAILER

# Versamatic

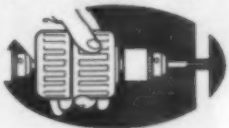
## REVERSIBLE SPEED REDUCER FOR POWER DRILLS



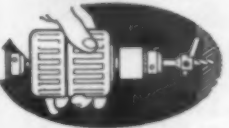
REVERSIBLE SCREW DRIVER



REVERSIBLE POWER WRENCH



POWER TAPPING HEAD



REVERSIBLE SPEED REDUCER

**Sales zoom on reversible attachment that increases drill power seven times!**

Here's the ultimate in power drill attachments. It reduces speed 7 to 1, increases power a like amount, and can make even a light weight drill do tremendous jobs. It's a screw driver, screw remover, power wrench, power tapper, all in one. And by attaching a 1/4" chuck it makes possible every kind of heavy duty drilling. Versamatic is truly the most versatile drill attachment ever produced. So easy and safe to use, you can become an expert in 5 minutes.

**Everyone Wants a Versamatic!**

Half the men who enter your store use a power drill. Everyone of them will want a Versamatic. Show Versamatic for thirty days—you'll be a dealer forever!

- LOW LIST — \$14.95
- BIG DISCOUNT
- FREE — \$3.00  
MERCHANDISING  
KIT WITH ORDER  
OF 6 UNITS. KIT  
INCLUDES  
TRAFFIC STOPPING  
DISPLAY.



BY THE MAKERS OF  
SUPREME BRAND CHUCKS

*Ask your  
jobber!*

OR WRITE DIRECT TO

**SUPREME PRODUCTS INC.** 2222 S. CALUMET AVE.  
CHICAGO 16, ILLINOIS

party realizes how valuable—and how costly—this service really is.

The retailer can materially reduce his investment in inventory by taking advantage of his wholesaler's storage and shipping facilities, but he ought to recognize the cost of such service and learn that the wholesaler must be recompensed for it.

#### Net Result

The net result of this consideration of the services rendered by the wholesaler is to recognize that the prospects for the hardware wholesaler are in no jeopardy. The manufacturer and the retailer cannot by-pass him. If they had to do so, they would both have to have larger warehouses. The ultimate consumer would have to pay more for the merchandise, because packing and shipping charges on the smaller shipments would be greater. Most important of all, both manufacturer and retailer would incur enormous hidden costs arising out of the attempt on the part of the retailer to transmit market knowledge to the manufacturer and the manufacturer to transmit product knowledge to the retailer.

It is significant that the depot

system of the armed services, which is not involved in the interplay of profits, and would surely eliminate the wholesale operation if it could, makes regular use of the wholesale or back-up depot in its distribution channels.

What about the other channels of distribution? Don't they offer a threat? From what has been presented here it must be evident that there are no grounds for assuming the impact of chains, mail order houses, and other competing channels need spell the end of wholesaling. They are handicapped because they must work harder to preserve the human touch in their dealings with the public; and because they must standardize, they cannot be as flexible in their merchandising. Against these handicaps they have no offsetting technological economies.

The operating costs of buying, warehousing, administration, and selling are not significantly less for the large operator. His real advantage comes from mass buying, but experience has shown that an alert and skillful buyer on a small scale can hold his own in this field.

Ironically, the real threat to the wholesale hardware industry

comes in an area which is completely under its control. This area is the field of business management. The larger chains and mail order houses are quick to adopt every labor-saving device in their offices and warehouses. They develop qualified managerial personnel for their operating positions as well as for their merchandising positions. They lose no opportunity to cut costs. Yet practically every cost-cutting opportunity available to the big corporation is equally available to the independent wholesalers, small or large. The principles and techniques of modern management are available to all who are willing to make the effort to use them.

By adding good management to good merchandising, the wholesale hardware industry can more than hold its own against competing forms of distribution.

The Southern Wholesale Hardware Association, by focusing attention on management, is making a constructive move in the direction of stabilizing wholesale-retail distributive channels. Final action and results can only come by the decisions made by independent wholesalers.

## SHEARS YOU CAN ADJUST!



### DELUXE KLEENCUT with MICRO-TENSION ADJUSTMENT

Women everywhere who have tried Deluxe Kleencut Shears say, "They're wonderful! I can set my shears any time with a penny so they always feel just right!"

It's a fact—whether they cut filmy silk or rugged corduroy, DELUXE KLEENCUT SHEARS with Micro-Tension Adjustment always trim neater and more comfortably—and no more loose, sloppy blades! But Micro-Tension adjustment is only one reason why women like DELUXE KLEENCUT SHEARS. Look at these others:

1. Beautiful high lustrous nickel finish.
2. Down-to-earth low prices.
3. Double guaranteed quality.
4. Handsome, up-to-date styling.

You'll like the DELUXE KLEENCUT line, too, because it's backed by National Advertising, Smart Merchandising—and you're sure of a BIG PROFIT! Don't pass up a sure-fire money maker—Order Deluxe Kleencut Shears Now!

See your jobber or write

#### DELUXE KLEENCUT DEAL #1907

STRAIGHT TRIMMERS	Retail Ea.	HANDER SHEARS	Retail Ea.
112C 7" Fully Nickel Plated	\$1.98	365 7½" Fully Nickel Plated	\$1.98
112C 8" Fully Nickel Plated	\$2.25		
113C 6" Enameled Handles	\$1.39	SEWING & EMBROIDERY SCISSORS	
113C 7" Enameled Handles	\$1.59	(Fully Nickel Plated)	
113C 8" Enameled Handles	\$1.69	348S 4" Sharp Points	\$1.39
		348S 5" Sharp Points	\$1.49
BENT TRIMMERS		348S 6" Sharp Points	\$1.69
134C 8" Fully Nickel Plated	\$2.25	348S 7½" Pinking Shear	\$3.95
135C 8" Enameled Handles	\$1.69		

FOUR PAIRS OF EACH—FORTY-ONE PAIRS IN ALL.

SELLING PRICE \$93.36 YOUR COST \$56.02 YOUR PROFIT \$37.34

#### THE ACME SHEAR COMPANY

BRIDGEPORT, CONNECTICUT

The World's Largest Manufacturer of Scissors and Shears

## Convention Plans

(Continued from page 79)

salers on the program will be Charles E. Nash, Fort Worth, Texas, the immediate past president of the Southern Association.

Representing the manufacturers will be J. F. Spaulding, vice-president, sales, Black & Decker Manufacturing Co.

The final convention session will be the Thursday morning separate business meeting of the Southern Association. In some respects it will be the most important meeting of the entire convention schedule; for this will be a sort of "workshop session" featured by practical discussions of the recent report to the association by a firm of business management consultants, and of some operating and management problems spotlighted in that report. Principal features of the program will be the President's Address, by R. M. Miller; address by George D. Wilkinson, management consultant; a panel discussion conducted by a special committee including H. J. Allison, chairman, Joe W. Pitts, Sterling W. Tucker, S. H. Johnson, Jr., and John W. Sheffield; and a debate between W. A. Parker and Joe W. Pitts on the advisability of separating the buying and selling functions in a wholesale hardware house. The special committee will also present its report and recommendations for continuing the work started in the Wilkinson surveys.

## Entertainment

A splendid entertainment program has been worked by a convention entertainment committee of New Orleans wholesalers and manufacturers' representatives, as follows: Jules Kersten, chairman, W. J. Stauffer, P. W. Stratton, M. F. Hilbert, Robert M. Barnes, L. H. Krieger and Lawrence J. Baldwin.

General entertainment features will include informal dancing following the opening business session on Monday night; and a combined dancing and musical program on Tuesday and Wednesday nights. The ladies will be liberally entertained with the following features: Monday afternoon, card party with individual table prizes and door prizes; Tuesday afternoon, the McGehee School Garden District Tour, a two-hour tour by bus, of some of the city's outstanding homes and gardens; Wednes-

# A STAR PROFIT-MAKER

## Red Breast

### WHISK BROOM

by **OXCO**

Nationally Advertised  
in

The Saturday Evening  
**POST**



This top quality whisk has proven itself to be a consistent volume seller for dealers all over the country.

**HERE'S WHY...**

- ①... Oxco's Red Breast is the whisk of a 101 uses—in the home, car, workshop or office. It's perfect for dusting off clothing and upholstery, cleaning out the car or brushing off the work-bench.
- ②... Tough, long lasting Florida palmetto fibres are springy and resilient to flick dirt and dust away in a jiffy. Double stitching helps whisk keep its shape.
- ③... Bright wire wrapped handle gives user a firm grip. Metal cap with hanging ring makes storage easy.

### FOR QUICK, EASY SALES — 2 COLORFUL SELF-SERVICE DISPLAYS...



**REGULAR PACK** — One dozen whisks in colorfully printed set-up counter display box.



**DISPLAY RACK PACK** — One dozen whisks plus 4-armed metal rack with top sign; all in one box.

The Red Breast is available in either of 2 space-saving counter displays — perfect for boosting impulse sales. Either makes brushes easily accessible for customer self service.

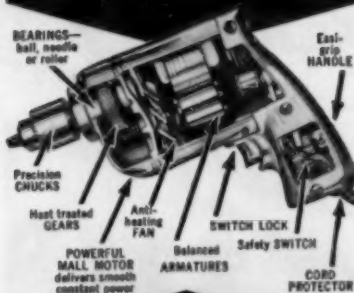
**MAKE THE RED BREAST YOUR STAR PROFIT MAKER. ORDER YOUR SUPPLY OF EITHER TYPE PACK FROM YOUR JOBBER TODAY.**

The Oxco Red Breast is only one of hundreds of quality Oxco brushes bearing the brand name recognized by customers everywhere. Stock the complete line for greatest volume.





## HIDDEN VALUES



## Make a Mall Drill Your Best Buy

• These exclusive MALL motor and design features combine to give a powerful drill that will render years of trouble-free performance with minimum maintenance.



SAWS



DRILLS



ROUTERS

MALL manufactures a complete line of power tools and attachments for every need ... for the home, shop, farm and industrial user.

### ECONOMY PRICED!

MALL direct-to-dealer distribution assures lowest economy prices for high quality tools.

#### MALL TOOL COMPANY

Portable Power Tools—Gasoline—Electric—Air  
7714 S. Chicago Avenue, Chicago 19, Ill.

Please send facts about a MALL Dealership.

Name \_\_\_\_\_

Address \_\_\_\_\_

ST-208

day afternoon, special Harbor Tour on the steamer "President," which will be a highly enjoyable feature.

The convention golf tournament is scheduled for Wednesday afternoon, at the New Orleans Country Club. Arrangements have been worked out by a special golf committee as follows: L. H. Krieger, chairman, George Sins, Harry Schwartz and Jules Kersten.

There will be a number of other meetings and entertainments scheduled for the period of the convention. Among these will be the annual dinner of the Old Guard at Antoine's on Monday night, and the annual meeting of the Old Guard on Tuesday morning.

### 65th Convention

(Continued from page 81)

typical competitor as apparently making some such sales "spiel" to his customers as the following:

"If you will buy your fall stock from me, I'll sell you shot, powder, axes and shells at cost and guarantee other goods as low as the lowest. If you will buy your spring bill from me, I'll sell you hoes, steel plows and castings at less than cost; and if you only want forty or fifty rolls of poultry netting, I'll just throw that in as a premium, and all spring goods any dating you want."

Those hardware folks who think competitive troubles are a fairly recent development should delve into the records of some of those early conventions. They would find frequent reference to such frightening developments as the rapid growth of the mail order houses and that current merchandising innovation, the department store. They would note pessimistic comments about the sale of hardware items by grocery jobbers and the tendency among hardware manufacturers to reduce or eliminate the long-established 2% cash discount. In fact, they would have to conclude that the hardware distributors of a half-century ago were troubled by all of today's competitive problems, and perhaps by many more besides.

As the association grew in membership, prestige and influence, its annual joint conventions with the hardware manufacturers became of increasing importance; though as recently as 25 to 30 years ago the maximum convention attendance was in the 400-450 range, and

the convention crowd could be accommodated comfortably in such quarters as the 300-room Edgewater Gulf Hotel, at Edgewater Park, Miss.

Then in the late 20's came some legal difficulties—some troubles over alleged violations of the anti-trust laws, resulting in a substantial loss in membership. Then a few years later the great depression of 1929-32 bore down so heavily that even such expense items as association dues became burdensome. Membership declined to the point that at the 1931 and 1932 conventions there was serious talk of disbanding this veteran trade association; for there was a total attendance of less than 300 people at the 1932 convention, and revenues had dwindled to the point that the association could no longer maintain its own office and paid personnel. But despite these great handicaps, the eloquent appeals of some prominent members prevailed, and it was decided to try to carry on with the association.

During the latter part of 1932, at the request of Finis Pharr and other association officials, T. W. McAllister, then editor of SOUTHERN HARDWARE, agreed to take over the management of the association for one year, purely as a spare-time, good will job, to help put the organization back on its feet. With the aid of a number of active, loyal members the task was soon accomplished. However, what had been intended as merely a one-year emergency service has been continued by the association's managing director to the present day.

### Growth

With the resumption of active membership work, the association's membership was built up rapidly from the low point of only 24 member companies in 1932, to a present total of 130 member companies. This is believed to comprise nearly all of those hardware distributors in the territory covered by the association who meet its present membership requirements.

Attendance at the annual conventions expanded tremendously, under the stimulus of constructive convention programs and aggressive promotional work. Whereas a 300-room hotel could easily accommodate this convention crowd 25 years ago, a guarantee of a minimum of 1200 hotel rooms is now required for this convention. Attendance increased steadily,

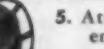
# BENJAMIN

garden  
hose  
reel



*Sprinkling* - now child's play!

Just put a Benjamin Garden Hose Reel where your customers can see it...they buy...and you'll profit! Unique...has exclusive features not available elsewhere. Here are some advantages:

- 
1. Available with Stake, Wall or Cart mounting.
  2. Non-disconnect feature permits hose to be connected while reel is turned.
  3. Large Capacity holds more than 100 ft.  $\frac{1}{2}$ " hose.
  4. Light Weight—Sturdy. Can be carried or rolled.
  5. Attractive. Grass green color enhances appearance of garden.
  6. Useful as fire protection for service stations, industry, etc.



Wall Mounted Reel Model 4000-WW  
Stake Mounted Reel Model 4000-RJ  
each **\$10.95**

Benjamin RELEASE—allows dog to get healthy exercise, yet stay safe. 12 ft. leash gives 500-sq. ft. play area. Plays out or retracts as dog moves about. Steel stake drives in ground. Rust proof, sturdy. Retail

**\$9.95**

**BENJAMIN REEL PRODUCTS, INC.**  
10721 Broadway • Cleveland 25, Ohio  
*Distributed in Canada by General Dry Batteries of Canada, Ltd.*  
228 St. Helen's Ave. • Toronto 4, Ont.



## HAYES SPRAY GUNS

**can be**

# BIG MONEY-MAKERS FOR YOU...

**because . . . they help you  
sell more garden chemicals**

The minute you sell a Hayes, the buyer needs garden chemicals, which means extra, quick profit. Because the user gets results with a Hayes, you'll get "repeat sales" for more chemicals and other garden supplies.

No other type of garden sprayer on the market mixes, proportions and applies garden spray materials as efficiently as a Haves.

The "OK'd" tag\* on every Hayes sprayer lists the leading manufacturers of garden chemicals who have *tested* and *approved* the Hayes for use with their products.

**Order Today from Your Nearest Jobber!**



### Since 1934

## HAYES SPRAY GUN COMPANY

**World's Largest Manufacturer of Garden Hose Sprayers**

98 N. SAN GABRIEL BLVD., PASADENA 8, CALIF.

# "Jorgensen"

REG. U.S. PAT. OFF.

AND

# "Pony"

REG. U.S. PAT. OFF.

## CLAMPS

favorites in industry, schools, home and farm for over fifty years. Competitively priced . . . and you can offer them with pride and confidence.



"PONY" clamp fixtures make highly efficient, instant-acting bar clamps on ordinary black pipe. Four styles, for use on 3/4" and 1/2" black pipe—no tools required to assemble.



"PONY" "C" clamps—14 sizes, each correctly designed for real service. Low price—but real "quality" tools.



"PONY" spring clamps are "extra hands" for all trades, all craftsmen. Four sizes.

"JORGENSEN" Carriage Clamps are made to "Industrial" standards. One of the most generally used types—very low in price—first in quality.



Style No. 78 "JORGENSEN" I-bar clamps offer visible assurance of great strength. No notches—"Multiple Disc Clutch" adjusts instantly—holds securely. Eight sizes.



Genuine "JORGENSEN" hand screws—always preferred by those who know good tools. Hard maple jaws—made in our own factory for perfect grain. Carefully fitted steel spindles.



"JORGENSEN" hinged clamps—something NEW! Hang out of the way when not in use—swing up into clamping position when wanted. Can be mounted in steel track for "sideways" adjustment. Used on any bench or sawhorse.

**SOLD THRU  
LEADING  
WHOLESALE**

**Southeastern  
Sales Representative:**  
Perry & Barr Co.  
1122 Church St.  
Nashville 3, Tenn.

**Southwestern  
Sales Representative:**  
Reid, Taylor &  
Coart, Inc.  
2011 Cedar Springs  
Dallas 1, Tex.

**ADJUSTABLE CLAMP CO.**

"The Clamp Folks"  
437 N. Ashland Ave. Chicago 22, Ill.



Write for free,  
32-page catalog

year after year, until it reached a peak of close to 1800 actual registrations at the 1954 convention, in New Orleans.

Some ten years ago the name of this veteran organization was changed to Southern Wholesale Hardware Association, as the term "jobber" no longer fittingly describes the activities of its member companies. But the change was made with some reluctance, for there was a perfectly natural sentimental attachment to the name by which the association had been known in the hardware industry for more than a half-century.

This year, as the Southern Wholesale Hardware Association reaches its 66th birthday and is about to hold its 65th annual convention, it is among the nation's best-known and most influential wholesale trade organizations.

## Convention Report of the Gay Nineties

(Continued from page 83)

files.

"In billing to the small trade let your invoice read: One dozen padlocks, each 75¢, \$1 and \$1.50; not 75 and 10, and numbers given. On plow bolts 100 each, 1 1/4-, 1 1/2- and 2-inch at 80, 84 and 92 cents per hundred; not 70 and 10 and list given.

"Trace chains 6 pair 6 1/2-foot, light traces 19 cents; 6 pair 6 1/2-foot, heavy twisted, 30 cents; not 75 per cent from list, and exact sizes stated.

"In the above manner, your goods bear you a handsome profit and you do not give the salesman to whom an invoice is shown the same opportunity of cutting; for when you have invoiced 6 pair of 6 1/2-foot heavy traces at 30 cents, few salesmen can, by looking at the chain, tell whether it is a 10-2 or 10-3, or whether English or American gauge. And, being in the dark themselves, are, therefore, incompetent to enlighten the merchant."

Many hardware men are inclined to think rather enviously of their predecessors of a generation or two ago, who presumably had no problems to worry about except the competition of their fellow hardware dealers or distributors. But apparently even as far back as more than a half-century ago, there was serious concern over the tendency among other lines of trade to try to edge into the hardware business. This is evident in

an address on "How to Make the Hardware Business More Profitable," in which the speaker started out by lamenting the passing of the "good old days" as follows:

"Then the department stores had not become hardware merchants, druggists were not compounders of steel and iron, and stationers knew nothing about plow points and bull tongues."

Apparently, the prospects of operating at a satisfactory profit did not seem at all promising; for after some further preliminary remarks the same speaker said:

"If I wanted to make this paper short, I could answer the question 'How to Make the Hardware Business More Profitable' in a very few words by simply saying, 'Quit Business'."

The speaker in question then went on to discuss, in a serious way, the importance of business integrity, of careful attention to credits, of employing intelligent and well-paid salesmen. In fact, this convention talk, as well as a number of the others, would have been considered quite practical and constructive, even by present-day standards.

While profits may not have been all that could be desired, the hardware distributors of the 90's evidently had a high regard for the line of business in which they were engaged. In the words of the president of the association, as he extended an official welcome at the start of the first session of the 1898 convention:

"We represent a branch of commerce that stands preeminently at the top—so known and admitted the world over. We represent a profession that requires more patience, more hard work, more close attention, more detail, more forethought, more figuring, more capital, more sagacity, more real ability and, I might add, more common sense, than any other known business."

The hardware men of those days seemed to think very highly of themselves as well as of the business in which they were engaged. Perhaps they had good reason for this attitude. Perhaps they were men of greater business ability than were found in other lines of trade. At any rate they seem to have been men of vision and courage who probably would have just taken in their stride, the problems which seem to be bearing down so heavily on many hardware distributors today.





## a **NEW** addition to the **COOK 'N' KETTLE** line the **COOK 'N' KART**

For the folks who aren't quite ready to pay \$99.50 for the famous Cook 'N' Wagon, but who still want the World's Finest Charcoal Broiler, here's the Cook 'N' Kart. The kettle's the same. Only the "Kart" is different. You still get those wonderful Cook 'N' Kettle results. **HEAVY CAST IRON AND THE LID MAKES THE DIFFERENCE.** More than 20,000 Cook 'N' Kettle users will tell you the only way to cook is in heavy cast iron . . . and with a lid . . . to get that wonderful charcoal flavor through and through. Cook 'N' Kettle's the only answer.

MR. DEALER! Cook 'N' Kettles get more publicity pictures and/or stories than any other charcoal broiler. Life, Saturday Evening Post, American Homes, Better Homes and Gardens have carried stories and pictures of the Cook 'N' Kettle. We place paid advertising in Gourmet, Esquire, Holiday, House Beautiful, Sports Illustrated and all the major sporting magazines. It's easy to sell the Cook 'N' Kettle line . . . the most famous line of outdoor cookers in the country . . . the World's Finest Charcoal Broilers.

\*Patent Pending, Trade Mark Registered



BOX 949 SH TULSA, OKLAHOMA



**COOK 'N' KART**  
Retails for **\$59.95**

The kettle is 19" diameter, 12" deep, weighs 85 lbs. Dampers control heat and flame. Cast iron holds the heat and seals the flavor. Never cooks dry.



**COOK 'N' WAGON**  
Retails for **\$99.50**



**Electric Rotisserie Attachment,**  
\$34.95 retail.



**Cook 'N' Kettle, Jr.**  
**\$19.50** Retail  
Stand  
**\$3.95** Retail

# ***NOW!***

## Dealer Profits Unlimited with **CAMILLUS** **50¢ KNIFE TRADE-IN PROMOTION**

**50¢**  
FOR YOUR OLD POCKET KNIFE  
When you buy one of these top quality  
CAMILLUS KNIVES

**Display that Sells  
Quality that Tells**

A Sure-Fire  
Sales Booster

**EXTRA PROFIT-  
NO  
EXTRA EFFORT**

20 fast-selling  
Camillus knives  
on free attractive  
display.

Take the leading, top-quality pocket knife—add the first and only knife trade-in ever offered—and you'll come up with a dramatic sales punch that spells **BIGGER PROFITS** for 1956.

To top it all—you have no extra work to do . . . no reports to make. It's as simple as this: Your customer can trade-in his old jack-knife, redeem a coupon you offer him, or redeem a coupon clipped from a national ad . . . any one worth 50 cents toward a brand new Camillus knife.

**CAMILLUS DOES THE WORK  
YOU RING UP THE SALES**

With your order for the attractive 20-knife display above, your jobber will provide a big, free promotion kit containing:  
Window streamer, pennant, coupon book, promotion tips, and dealer prize entry card.

# ***EXTRA*** **\$100**

## **SAVINGS BOND**

To dealer with best merchandise program. Details in promotion kit.

**ACT NOW!**  
Order your trade-in promotion unit today from your Camillus jobber, or write Dept. HA-1 for full information.

America's "Most Wanted" Knife  
—A Product of Fine American  
Craftsmanship Since 1876—

# **CAMILLUS**

## **CUTLERY COMPANY**

CAMILLUS, N. Y.

# Made in the HEART OF THE SOUTH by Southern Fishermen



With our factory next door, you have our complete inventory of fishing lines to draw from without any heavy investment—ready for delivery right NOW. They're specialized lines, designed by men who know what Southern fishermen want, because they're fishermen themselves.

Sunset maintains the only complete fishing line factory in the South—and makes the best lines in the country.

Send for complete 1956 catalog

*For fast turnover  
display these best sellers*

- |   |  |
|---|--|
| ★ <b>CASTMASTER</b><br>World champion bait casting line | ★ <b>SURF KING</b><br>The standard of all salt water fishermen |
| ★ <b>FLOATER</b><br>Finest top water fly line           | ★ <b>FLEXON</b><br>Original German process soft monofilament   |

**sunset fishing lines**  
FLORENCE ALABAMA



## How to make money on repair handles

Union's "Right Repair Handle Plan" makes steel goods and shovel handles much simpler to stock and more profitable to sell.

This is because Right Repair handles are exact duplicates, in quality of ash, size, shape and bore, of the original tool handles they are designed to replace. When used in Union Fork & Hoe Company tools (Green Thumb, Flex-Beam, Razor-Back, Red Hawk) you can guarantee the repaired tool will have the same hang and balance as the original tool. They will also repair comparable tools of other manufacturers better than any other handle.

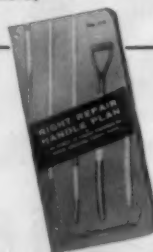
### Numbering plan makes it easy

Every tool is permanently stamped with both its tool number and its repair handle number.

UNION FORK & HOE CO. A44K  
TO REPAIR CORRECTLY USE  
RIGHT REPAIR HANDLE NO 102A

The repair handle with this same number is a duplicate of the original handle.

UNION FORK & HOE CO.  
RIGHT REPAIR HANDLE NO 102A  
UNION QUALITY



Ask your Union jobber  
or send for this  
**NEW HANDLE INDEX:**

1956 edition lists the identifying numbers for all standard patterns of forks, hoes, rakes, other steel goods and shovels, and the corresponding numbers of Right Repair Handles made to fit them. Makes it easy to order exactly the handles you need — and to supply the correct repair handle for each tool.

**THE UNION FORK & HOE COMPANY**  
Columbus 15, Ohio

FLEX-BEAM Forks • RAZOR-BACK Shovels  
Green Thumb and Red Hawk Lawn, Garden and Farm Tools



# DEALER SALES AIDS

*For more information on these sales aids  
use the free post card at bottom of page*

## Floor Waxer Display

A newly designed merchandiser and display for floor waxers is made available by Master Manufacturing



Co., 9200 Inman Ave., Cleveland 5, Ohio. Six Wax-O-Matics and three replaceable wool-heads are packed in the self-contained merchandiser, having a retail value of \$28.20.

Opened, the Wax-O-Matic merchandiser occupies approximately 10

x 15 inches of floor space and stands 52 inches high. The floor waxer automatically dispenses liquid wax from its reservoir by the touch of a trigger; it retails at \$3.95 each. For more information—

Circle No. 747 on coupon, pg. 118

## Packaged Nails Display

The "Atlas 54 Pounder" is a counter display offered by Atlas Tack Corp., Fairhaven, Mass., and Henderson, Ky., for displaying assortments of either common or finishing nails.

The corrugated container occupies



less than one square foot of counter space and holds 12 packages each of 6d and 8d nails, and six packages each of 4d and 10d nails. Individual packages are 3 1/4 inches long and three inches wide. The 8d and 10d common and finishing nails are available in two-pound packages; the 4d and 6d in one-pound packages. For more information—

Circle No. 748 on coupon, pg. 118

## Soldering Gun Units

Display boards offered by Wen Products, Inc., Chicago 31, Ill., include the No. 19-28 board which



mounts one each of Wen Model #199 general utility and new #288 heavy

## Handy Return Card

- Request More Information on
  - Sales Aids
  - New Products
  - Catalogs & Bulletins

## NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
if Mailed  
in the  
United States

## BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 882, SEC. 24.9, P. L. & R., ATLANTA, GA.

## SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 8, GA.



duty "Quick-Hot" Electronic Soldering Guns, plus an assortment of replacement and special purpose tips for the guns.

The No. 19-25 board (shown) is the same but mounts Models #199 and #250 guns. For more information—  
Circle No. 749 on coupon below

### Bolt-Nut Display Tray

A Bolt and Nut Serve Yourself Tray is introduced by the Lamson & Sessions Co., 1971 West 85th St., Cleveland, Ohio. The basic unit consists of a metal tray which measures 14 inches deep, 23 inches wide, and nine inches high to the top of its sign.



It is of all-steel construction with adjustable metal dividers. It is arranged in three tiers, with product and price tag slots in front of each tier with the slots so designed that tickets can be located at the precise location of the corresponding stock.

The merchandising unit can be utilized to display as many as 33 different items and it features built-in measuring gauges to measure both the diameter and length of a customer's sample.

The display may be ordered with or without stock. Five basic assortments are available or the retailer can select his own assortment. The display is shipped with an envelope containing price tickets covering suggested prices for 91 different items.

Also included is a folder which gives retailers suggested ideas on how to use the trays individually or in sets. For more information—

Circle No. 750 on coupon below

### Garden Center Display

A complete, compact Garden Center Display to show the full line of Sunbeam garden equipment is of-



fered by Sunbeam Corp., Chicago 50, Ill. It measures 31 inches deep x 60 inches wide x 58 inches high and is free with an assortment of Sunbeam merchandise.

Free merchandising aids including streamers, folders, mats, etc., are also available. For more information—

Circle No. 751 on coupon below

### Screen Counter

Durall Products Co., York, Pa., is now offering a special "Self-Service Counter" to dealers which holds a new model demonstrator with a complete sales story, measuring instructions and retail prices.

It contains 30 of the most popular size Durall Tension Screens in newly designed cartons. The screens will sell at regular prices amounting to \$152.63, but the entire unit will cost the dealer only \$96.66, according to the manufacturer—the display itself



is free. The unit is 5½' x 1½' x 2½'.

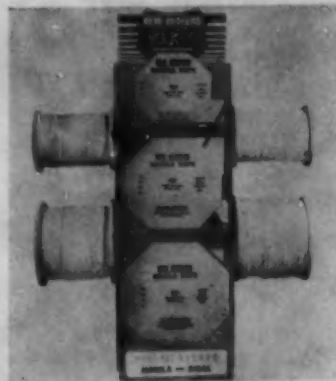
Durall also is offering merchandising kits with complete assortments of literature, envelope stuffers, instruction sheets, newspaper mats, window streamers, builder folders and price sheets.

Dealers are limited to one display only. For more information—

Circle No. 752 on coupon below

### Rope Dispenser

A rope dispenser offered by the New Bedford Cordage Co., New Bedford, Mass., includes a measuring and cutting device that allows the salesman to cut the exact lengths desired and sell directly from the floor.



It is of all-metal construction that stands on less than two square feet of floor space. It holds up to 400 pounds of rope—300 pounds in cartons and 200 pounds on reels. It is available with or without the reel arms. For more information—

Circle No. 753 on coupon below

### Spin-Reel Demonstrator

A Spinning Reel Display-Demonstrator, offered by the Shakespeare Co., Kalamazoo, Mich., is a 4-color

4/56

Please send more information on these catalogs and bulletins:

36 37 38 39 40 41 42 43 44 45 46 47

Please send me more information on these sales aids:

747 751 755 759 763 767 771 775 779 783 787 791 795 799 803 807 811  
748 752 756 760 764 768 772 776 780 784 788 792 796 800 804 808 812  
749 753 757 761 765 769 773 777 781 785 789 793 797 801 805 809 813  
750 754 758 762 766 770 774 778 782 786 790 794 798 802 806 810

Please send more information on these new products:

202 204 206 208 210 212 214 216 218 220  
203 205 207 209 211 213 215 217 219

My Name ..... Position .....

Company Name .....

Street .....

City ..... Zone ..... State .....

# New!

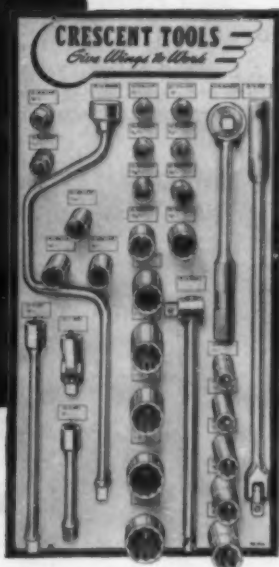
## CRESCENT SOCKET WRENCHES



Complete Set No. CSB18. 1/2" Square Drive. Twelve 12 point sockets 7/16" to 1-1/4", three handles and two extensions in a heavy gauge, piano-hinged steel case.



Special Set No. CSB15. 1/2" Square Drive. Twelve 12 point sockets 7/16" to 1-1/4", two handles and cross bar in a heavy gauge, piano-hinged steel case.



"Midget" Set No. CMB16. 1/4" Square Drive. Eight 6 point and three 8 point sockets 3/16" to 7/16", two handles and cross bar and two extensions in a sturdy metal case with piano-hinged cover.

DISPLAY COMBINATION DB1216 includes a complete line of 1/2" drive sockets, handles and attachments. It will sell individual items and sets. This colorful 12" x 24" board matches other Crescent panels and fits all Crescent display fixtures.



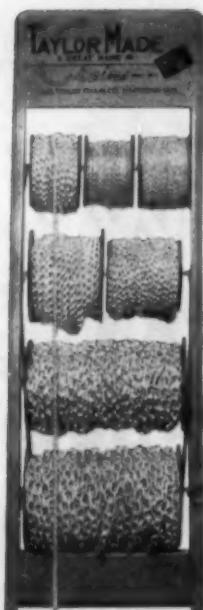
HARDWARE DEALERS everywhere are increasing their tool sales with Crescent Display panels. Designed for wall, counter, table or window display, they can be used with various mounting fixtures. Ask your jobber for details.

**CRESCENT TOOLS**  
*Give Wings to Work*

*Sign of the Artisan  
Symbol of Excellence*

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by  
**CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

SOUTHERN HARDWARE for APRIL, 1956



# 2

## TAYLOR CHAIN MERCHANDISERS

**Speed Self-service  
Sales!....**

### ① TAYLOR CHAIN SALES MAKER

Customers step right up and serve themselves from this handy Taylor Chain Sales Maker. It's a weldless, sash and bright chain department in itself. Holds seven reels. Occupies only two square feet of floor space. Put this self-service profit-maker to work in your stores and see what it will do for you!

### ②

### BBB AND PROOF COIL CHAIN IN HANDY METAL TAY-PAILS

Proof Coil and BBB Chain — the big volume items—sell even faster, easier and more profitably in these handy metal Tay-Pail containers. Tay-Pails make chain handling easier... create effective mass displays... induce customers to serve themselves. Tay-Pails, when empty, have many secondary uses around the home and farm.



S. G. TAYLOR CHAIN CO., Hammond, Ind.; Pittsburgh, Pa.

**Contact your nearest  
jobber for all types of...**



counter unit which invites pick-up and trial of a rigged Shakespeare Spinning Reel. The No. 56D consists of a No. 1755 Spin Wonderreel and a No. 1785 'open face' WonderSpin.

The demonstrator comes free with the demonstration tackle. The complete outfit is fully assembled and packaged in a reshippable carton, with reels mounted, 6-pound test Westford Monofilament Line threaded and rubber practice plugs attached.

Included with each unit is a generous quantity of the new Shakespeare booklets presenting fishing tips and tackle recommendations for spinning, fly fishing, bait casting and light salt water fishing; these are also free. The total list price is \$41.15, which includes only the expense of the demonstration tackle. For more information—

Circle No. 754 on coupon, pg. 118

### Forgecraft Display

A new point of sale Forgecraft display is announced by the Penn-Akron Hardware Corp., Woodside, N. Y.



The display has an easel for counter use or it may be hung on the wall. Printed in five colors, it features the #700 (square shaped) and #800 (heart shaped) lines in black and antique copper. The display also includes matching Forgecraft switch



# 360 well-located distributors assure you fast delivery of **PYREX** ware!

**ALMOST IMMEDIATE DELIVERY GIVES YOU FASTER TURNOVER WITH CONTROLLED INVENTORY**

**W**HEREVER you are, there's a PYREX Ware distributor nearby, ready to give you prompt, efficient service.

• This lets you save storage space, and gives you tight control over your inventory of fast-moving PYREX Ware. But that's just part of the picture. Look at this list of five main advantages you get with PYREX Ware.



**1. TOP CONSUMER ACCEPTANCE.** PYREX Ware is the acknowledged leader in the field.

**2. COMPLETE LINE.** There's a PYREX Ware dish for every cooking need.

**3. MORE MARK-UP.** PYREX Ware gives you greater than average margin of profit.

**4. NEARBY DISTRIBUTOR.** You get almost immediate delivery, which means faster turnover with a controlled inventory.

**5. NEGLIGIBLE MARK-DOWNS**—and no workroom costs.



## **Nationally Advertised Pie-Plate Special For April!**



Limited offer...**SAVE 15c** on  
**PYREX Flavor-Saver Pie Plates**  
Regular 59c value — only 44c

• This special offer, ending April 30th, 1956, is going out to the 40,130,000 readers of Ladies' Home Journal, Better Homes & Gardens, Family Circle, True Story, and Progressive Farmer. You know many of your own customers will see it. And they'll see it in full pages! So check your inventory now, and order what you need from your nearest PYREX Ware distributor.

*Remember* — **YOUR PYREX WARE INVESTMENT  
WORKS TWICE AS HARD FOR YOU!**

**CORNING GLASS WORKS, CONSUMER PRODUCTS DIVISION, CORNING, N. Y.**  
VISIT THE CORNING GLASS CENTER, CORNING, N. Y. "PYREX" is a registered trademark in the U. S. of Corning Glass Works, Corning, N. Y.

**SOUTHERN HARDWARE** for APRIL, 1956

# Rust is a HORRID word!

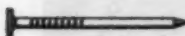
## STORMGUARD

### NAILS

### Eliminate Stains and Streaks



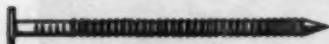
Asphalt Shingle Roofing—R102



Cedar Shingle Roofing—R112



Metal Roofing—R134S



Wood Siding—S206A



Cedar Shakes—S235A



Asbestos Siding—S214A



Insulated Asphalt Siding—S245



Finishing Nail—T315

Everyone in the building business knows the headaches, bad feelings and expense which can be caused when the careless use of ordinary nails results in stains and streaks on costly siding and trim.

Stormguard Nails are specialized stain-resistant fasteners that prevent these troubles... for a cost at least one-third less than most non-ferrous nails. Designed in 85 sizes and types, Stormguards are engineered for specific nailing jobs with roofing, siding and trim; double-dipped in molten zinc to resist rust.

Stormguards drive well, hold anchor-tight and eliminate stains without counter-sinking or puttying. They are designed to meet FHA requirements.

Easy to stock, easy to sell, easy to use—Stormguards are packed in convenient 5 lb. cartons, clearly labeled to avoid mixing on the job and to reduce waste. They're readily available in standard gauges and lengths, plain or anchor (ring) shanks. Sizes are right for each purpose, as recommended by trade associations.

Stock, sell and use Stormguards now. Order from your jobber, or write direct

#### WRITE FOR FREE HANDBOOK

Get all the facts in this handy booklet. Request free sample nails in desired types or sizes. Get the full story.



## W. H. MAZE COMPANY

PERU 8, ILLINOIS



Illustrations are slightly smaller than actual size

plates and receptacle plates. It measures 17 inches x 21 inches, is lacquered, and shows by color illustrations three rooms, kitchen, playroom and den, where Forgecraft hardware may be used. For more information—

Circle No. 755 on coupon, pg. 118

### Fishing Line Packaging

Sunset Line & Twine Co., Petaluma, Calif., and Florence, Ala., is currently featuring as a sales aid colorful new cardboard display sleeves for the plastic utility boxes which house its various types of fishing lines.



The sleeves have a modern overall repeated fish design, and open to form a stand-up flap for counter display. They are made in sizes to fit one-, two- and six-spool packages. For more information—

Circle No. 756 on coupon, pg. 118

### Decorator Hardware Unit

A colorful counter display unit, featuring the new Decorator line of cabinet hardware, is made available by the National Lock Co., Rockford, Ill.

Decorator Assortment No. 40 includes knobs, pulls, backplates and hinges, finished in dead black and brass combinations. Display Board No. 40, complete with hardware, is offered free with each assortment.

(Continued on page 126)



# Just let your customers see them! ...the new **BUCH LAWN CARTS**

new design . . . extra capacity  
scratch-resistant "Auto-Finish"!

Deluxe Lawn Cart—  
lawn-mower-type handles,  
semi-pneumatic tires



Keeping lawns clean of leaves and trash is no chore with the Buch Lawn Cart. You can see why! When the Buch Lawn Cart is tipped forward, the tray lip hugs the

ground so leaves and trash can be swept right in. Capacity of these Bermuda Green and Buff beauties is *four* cubic feet . . . a full cubic foot *more* than most competitive carts . . . built bigger yet easier to handle. And a DuPont scratch-resistant "Auto-Finish" keeps the colors and finish bright and smooth! Smooth-rolling bearings on both models . . . wide no-mark tires . . . sturdy welded wheels. And they're *both* rugged, inexpensive and easy to sell!

Standard Lawn Cart—light,  
inexpensive, yet sturdy.



NATIONALLY ADVERTISED

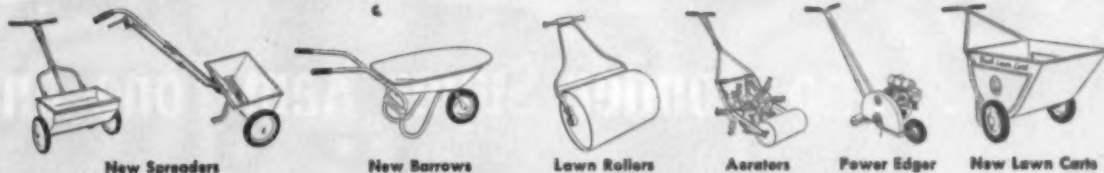
# BUCH

Lawn Care Equipment

IN THE SATURDAY EVENING POST



## AMERICA'S COMPLETE LINE OF ROLLING LAWN CARE EQUIPMENT



New Spreaders

New Barrows

Lawn Rollers

Aerators

Power Edger

New Lawn Carts

Buch Manufacturing Co., Elizabethtown, Pa.



# More people buy Super<sup>®</sup> Kem-Tone and Kem-Glo<sup>®</sup> than any other paints

**1**

They're always out front  
with the newest most-  
wanted colors!

**2**

They're presold by  
more consumer adver-  
tising than any other  
paints . . . 1956 bigger  
than ever!

**3**

Popular KEM TINTING  
COLORS . . . so simple  
and easy to use . . . work  
with both Alkyd and  
Latex paints!

... no wonder Super Kem-Tone and

**FEATURED PRODUCTS  
HARDWARE WEEK  
APRIL 12 thru 21**



**4**

No wonder Dealers made  
\$35,000,000 in profits  
from these 2 fastest  
selling paints in 1955!

Made and Distributed by the Allied Paint Leaders of the World

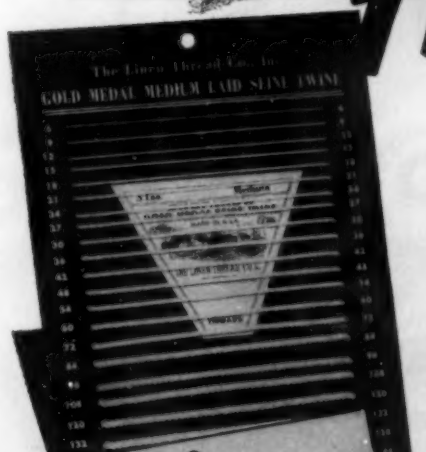
The Sherwin-Williams Co., Cleveland

Acme Quality Paints, Inc., Detroit • John Lucas & Co., Philadelphia  
W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago  
The Lowe Brothers Co., Dayton • Rogers Paint Products, Detroit

**Kem-Glo make more money for dealers!**

Put these "SALESMEN"  
to work for you!

**FREE...**



these handsome  
sample cards  
will help you sell  
more seine twine

Just hang these cards where  
your customers can see  
them . . . then watch your  
sales go up! The Linen  
Thread Co., Inc. has a com-  
plete line of seine twines  
for your every need.



Send for  
your cards  
**TODAY**  
They're absolutely  
**FREE...**

**Gold Medal**  
**QUALITY SEINE TWINES**  
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St. New York 17, N. Y. • 140 Federal St., Boston 10, Mass.  
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.  
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 3, Calif.

The unit is chartreuse and black in color, with a natural finish base. It is designed for use on counter or in a display window.

A catalog page is available giving full information on the assortment and free display board. For more information—

Circle No. 757 on coupon, pg. 116

### Plastic Pipe Package

Carlson Products Corp., 10225 Meech Ave., Cleveland 5, Ohio, offers to dealers a new package which includes a complete selection of plastic fittings along with three 100-foot coils of Carlson flexible plastic pipe. The



display uses 14 inches of counter space and features sales promotion material.

The company guarantees that if the entire package is not sold after being displayed prominently for four months, the dealer may return the unsold items for a refund. For more information—

Circle No. 758 on coupon, pg. 118

### PRINTED HELPS

and other sales aids for 1956

Melnor Metal Products Co., Inc., 10-40 45th Ave., Long Island City 1, N. Y., offers a cooperative advertising plan to eligible dealers whereby Melnor pays 50 percent of the actual space cost of the dealer. The cost, however, cannot exceed \$20 for each advertisement placed. The space cost is paid directly to the dealer. The limit is six advertisements per dealer in any one calendar year. The company also will provide mats for the ads. For more information—

Circle No. 759 on coupon, pg. 118

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to





# IMPROVED—to Help Your Sales!

## ACCO's CHAIN SALES-MAKER

• The popular ACCO CHAIN SALES-MAKER—the convenient display stand that has given a big boost to chain sales in hardware stores everywhere—has now been improved by the addition of a handy, quick-action cutting bar. This makes it easy to snip off just the amount of chain your customer wants. It saves time and steps on every sale.

This sturdy, attractive ACCO CHAIN SALES-MAKER permits you to display a wide assortment of chains in very little floor space. It puts your chain stock out where your customers can see it—feel it—buy it! Get your Sales-Maker and watch your chain sales rise. Shipped complete with your choice of chain assortments; chain comes on reels, as shown at right.

### ASSORTMENT NO. 38 (7 REELS)

- 175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
- 125 Ft. 3/0 Lock Link Chain, Bright Zinc Plated
- 200 Ft. 3 Tenso Chain, Bright Zinc Plated
- 75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 100 Ft. 35 Sash Chain, Bright Zinc Plated
- 200 Ft. 1/0 Brass Safety Chain, Bright Finish
- 200 Ft. 16 Double Steel Jack Chain, Bright Zinc Plated

### ASSORTMENT NO. 42 (7 REELS)

- 175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
- 200 Ft. 3 Tenso Chain, Bright Zinc Plated
- 75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 125 Ft. 2/0 Straight Link Elwel Coil Chain, Bright Zinc Plated
- 100 Ft. 35 Sash Chain, Bright Zinc Plated
- 200 Ft. 1/0 Brass Safety Chain, Bright Finish
- 220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated

### ASSORTMENT NO. 43 (7 REELS)

- 175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
- 200 Ft. 3 Tenso Chain, Bright Zinc Plated
- 75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 150 Ft. 2/0 Passing Link Chain, Bright Zinc Plated
- 100 Ft. 35 Sash Chain, Bright Zinc Plated
- 200 Ft. 1/0 Brass Safety Chain, Bright Finish
- 220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated

*Order from your Distributor*

### DEALERS:

If you now have an ACCO Chain Sales-Maker of the type shown, order a Chain Cutter from your Distributor. Clamps on easily—no holes to drill.

(NOTE: Do not use Chain Cutter to cut case-hardened chain)

**ACCO**



**American Chain Division  
AMERICAN CHAIN & CABLE**

†York, Pa., \*Atlanta, Boston, \*Chicago, \*Denver, Detroit,  
\*Houston, \*Los Angeles, New York, Philadelphia, Pittsburgh,  
\*Portland, Ore., \*San Francisco, Bridgeport, Conn.  
\*WAREHOUSE STOCKS †FACTORY

**Better  
Value**



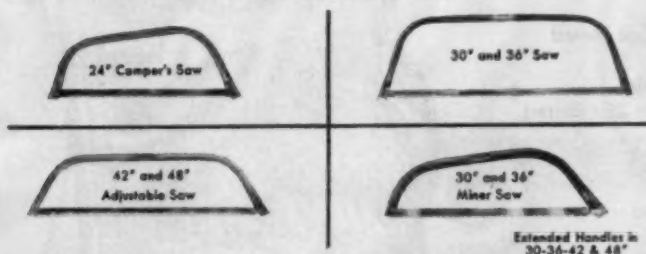


and they sell just as fast as they cut

## GENSCO BUSHMAN BOW SAWS

You'll be amazed at the way Gensco Bushman Bow Saws cut so fast and easy—just like they sell for every dealer! The patented tooth design of the Swedish steel blades makes all cutting of logs, posts and rough work—a cinch.

Make sure these famous bow saws are on your racks . . . sell your customers the best—Gensco Bushman Bow Saws.



### REPLACEMENT BLADES FOR ALL BOW AND BUCK SAWS



**BUSHMAN  
PATENTED BLADES**

Fast cutting general purpose blades in 1" widths, 24", 30", 36" lengths.



**BUSHMAN  
PULPWOOD BLADES**

For production work on pulpwood, 42" x 1 1/4" or 48" x 1 1/4".



**NORDIC  
RAKER BLADES**

A fast cutting blade with raker teeth 30", 36", 42", 48" lengths, 1" or 1 1/4" widths.

### OTHER GENSCO PRODUCTS:

Pruning Saws • Butt Hinges and Builders Hardware  
Steel, Brass, Galvanized and Nickel Plated Wood Screws  
Swedish Wood Chisels • Wood Planes • Machine Screws  
Complete line of Pliers, Diagonals and Nippers

SEE YOUR JOBBER



WRITE FOR PRICES

**GENSCO TOOLS**  
A DIVISION OF  
**GENERAL STEEL WAREHOUSE CO., INC.**  
1806 NORTH KOSTNER AVENUE, CHICAGO 39, ILLINOIS

demand. The cabinet has a storage rack for extra stocks. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Circle No. 760 on coupon, pg. 118

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red on white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder, 17" x 22", folding to approximately 8 1/2" x 5 1/2", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expense upon presentation of invoice and proof of insertion and use. For more information—

Circle No. 761 on coupon, pg. 118

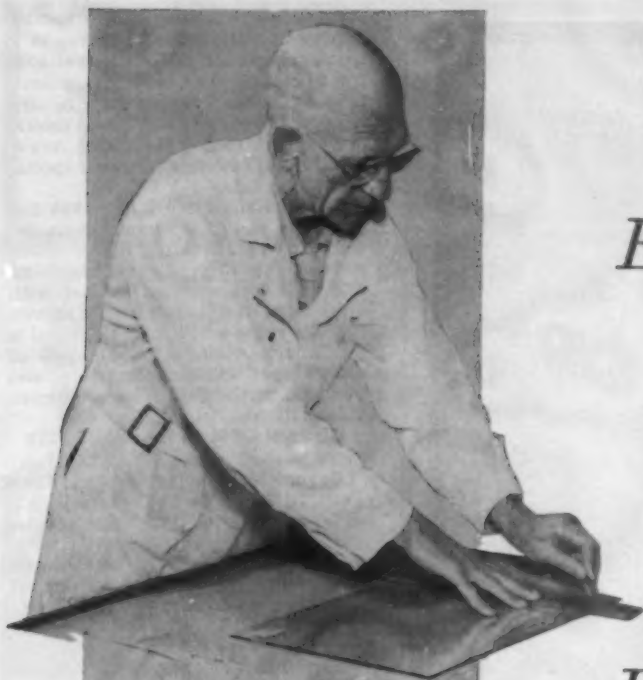
Wen Products, Inc., Chicago 31, Ill., makes available to dealers colorful, 30" x 10" window streamers or wall signs—two featuring Wen Model #250 or #199 "Quick-Hot" Electronic Soldering Guns; others Model #202, #303 or #404 Electric Sander-Polishers. Two-color folders, 3 3/8" x 6 1/2", which illustrate and describe the above-mentioned products, and a wide assortment of glossy photos, electros, mats, and prepared ads also are offered. For more information—

Circle No. 762 on coupon, pg. 118

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. 763 on coupon, pg. 118

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Cameo pocket knife  
(Continued on page 130)



## *Easier* TO CUT

This is Mr. Albert Ingram of the Modern Home Supply Co. in San Francisco. In the famous "blindfold test", he ran cuts on four well-known (but unidentified) brands of single-strength window glass. Without hesitation he picked the brand marked "C" as easiest to cut. Brand "C" was L·O·F. 28 out of 30 dealers did the same—picked L·O·F!

## *Easier* TO SELL

This L·O·F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L·O·F glass. This preference means faster, easier sales for you.



## *Easier* TO MERCHANDISE

This 8½" x 11", 16-page booklet contains some excellent "how to" merchandising helps for you. Also, complete plans on how to build display and storage racks that will boost your window glass sales. For your free copy, order WG-20 now from your Libbey-Owens-Ford Distributor (listed under "Glass" in the yellow pages of phone books). Or write to Dept. 7145, Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.

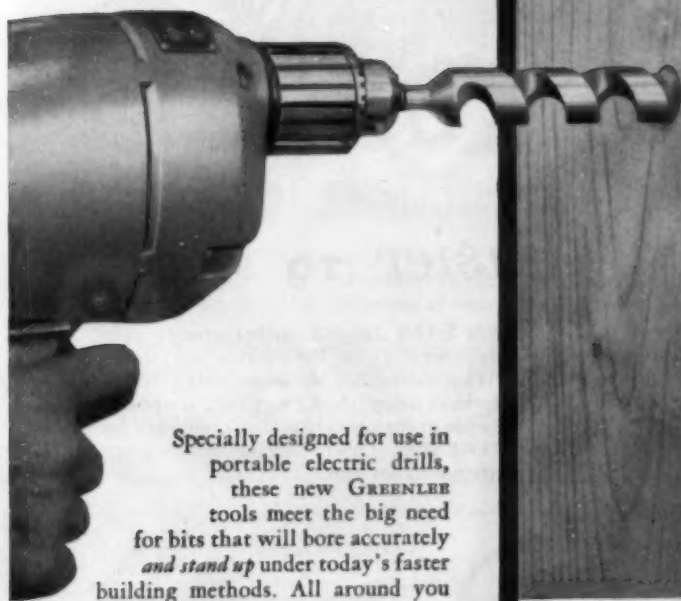
**LIBBEY·OWENS·FORD**

*the easy-to-cut* **WINDOW GLASS**





# fast, easy-boring electric-drill bits by Greenlee



Specially designed for use in portable electric drills, these new GREENLEE tools meet the big need for bits that will bore accurately and stand up under today's faster building methods. All around you there's a mighty big market for GREENLEE Electric-Drill Bits — professional carpenters, construction workers, farmers, home craftsmen. And when you sell GREENLEE you know you're selling sure satisfaction. For these new bits are of highest quality . . . completely heat-treated for extra strength . . . shanks accurately machined for precise alignment of the tool . . . fine-quality steel. To get your share of the new electric-drill bit market, get GREENLEE. See your wholesaler or write us for complete facts.



**GREENLEE TOOL CO.**  
1824 Herbert Ave., Rockford, Illinois

New GREENLEE line of electric-drill bits includes Nos. 56-PT and 53-PT Solid-Center Electric-Drill Bits, No. 64-PT Ship-Auger Electric-Drill Bit, and No. 29-PT Single-Twist Electric-Drill Bit . . . all in wide size ranges.

lines: In the Camillus line, a special display unit featuring 20 knives in a special promotion (SP-56) is available free of charge when ordering the unit. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets and special promotion tips.

For the Camco line, a new 1956 display case 56-12U is offered at no extra cost when ordering a half dozen each of the 12 top selling numbers. The case is a wooden cabinet with glass front for display of 12 knives. Storage space which can be locked is at the rear. Also available free of charge are window streamers and pennants on the Camco line. For more information—

Circle No. 764 on coupon, pg. 118

Geyer Manufacturing Co., Rock Falls, Ill., offers its dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. 765 on coupon, pg. 118

Ray-O-Lite Corp., 316 Peachtree St., N. E., Atlanta, Ga., makers of fiberglass awnings, aids dealers through a "flip chart" sales manual. The presentation is well illustrated and contains brief descriptive material. For more information—

Circle No. 766 on coupon, pg. 118

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's Delights. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. 767 on coupon, pg. 118

Lombard, 6 Main St., Ashland, Mass., in launching a chain saw sales promotion, is providing dealers with special promotional material featuring an "archeress" and the slogan "Lombard Hits the Bullseye." The complete Lombard line of chain saws is displayed in specially printed broadsides. Bright banners have been designed to set off displays in either the dealer's window or at a booth at a state, county or local fair. A new Dealer Newsmat series and envelope stuffers for dealer use are also available. For more information—

Circle No. 768 on coupon, pg. 118

Crescent Tool Co., Jamestown, N. Y., has available for dealers several floor and counter display stands. There are two counter display stands, one of which will accommodate any four and the other any six of the 16 different 12" x 24" tool panels now available. One of the floor stands will accommodate six and the other 12 of the same panels. A similar floor stand is available which will handle any six of nine 24" x 24" display

# That's OUR brand!



## Here's why—

A.W. CUT NAILS are tough, dependable, drive fast and easy—and *stay in*. They have that extra holding power for a long-lasting job—with fewer nails and no re-nailing.

A.W. CUT NAILS are used for—

- laying fine floors\*
- finishing
- nailing to concrete and cinder block
- wood scaffolding\*\*
- wherever nails *must* hold

A.W. CUT NAILS are made in sizes from 2d to 100d, with a type for every job. Hardened (quenched and tempered), they're the toughest nails for difficult jobs including concrete work. For further information write for booklet

\*Recommended by the Maple Flooring Manufacturers' Association and National Oak Flooring Manufacturers' Association.

\*\*Approved by the National Safety Council for all principal nailing points.

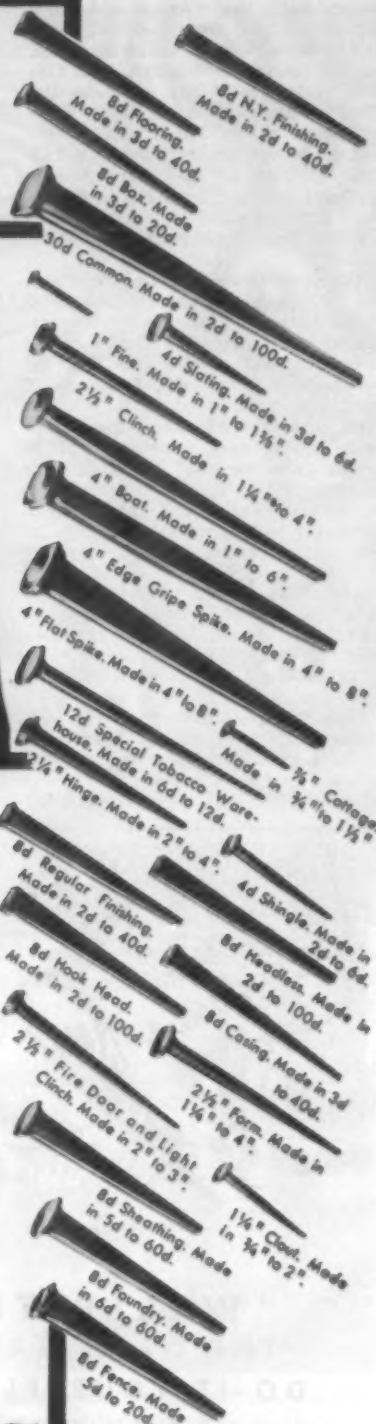
# A.W. CUT NAILS

STANDARD & HARDENED GRADES

A Product of ALAN WOOD STEEL COMPANY Conshohocken, Pa.

Other products: A.W. ALGRIP Abrasive Rolled Steel Floor Plate • A.W. SUPER-DIAMOND Floor Plate • Plates • Sheets • Strip • (Alloy and Special Grades)

CN-79



panels. Both the counter and floor displays revolve freely on ball bearings to make it convenient for shoppers to rotate the displays. It is also possible to mount any of these displays on the wall or to stand them on special easels which will accommodate either single panels or two of them back to back. The boards also may be hung on peg boards. For more information—

Circle No. 769 on coupon, pg. 118

**The Irwin Auger Bit Co.**, Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. D-13 contains free metal wall display and 13 bit assortment of Irwin 62T Bits, one of each size 4/16 through 16/16. No. 8830 contains free metal counter or wall display and assortment of 30 Irwin Speedbor "88" Wood Bits for electric drills. No. 430 contains free metal wall display and assortment of 30 amber plastic handle screw drivers in most popular sizes. All displays are colorful and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. 770 on coupon, pg. 118

**Reo Division, Motor Wheel Corp.**, Lansing 3, Mich., supplies its dealers with 4-color envelope stuffers, wall posters and ad mats at factory cost. Indoor sales and service signs, de-

signed to stamp the store's name and its Reo dealership upon the mind of the public may be obtained for \$9.90 each. For more information—

Circle No. 771 on coupon, pg. 118

**The Yale & Towne Manufacturing Co.**, Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. 772 on coupon, pg. 118

**Hanson Scale Co.**, 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 773 on coupon, pg. 118

**Columbian Rope Co.**, Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. 774 on coupon, pg. 118

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector



*Springs' Coming*

and

**WALLRITE SALES  
ARE COMING TOO**

DISPLAY WALLRITE OUT FRONT, WHERE  
IT CAN BE SEEN AND SOLD.

**WALLRITE  
THE ORIGINAL  
DO-IT-YOURSELF  
HEAVY DUTY  
DECORATED  
WALL COVERING**

*Paper and Paper Products  
Since 1893!*

**Fleming and Sons, Inc.**

P. O. BOX 1291 • DALLAS, TEXAS



# THE 3 BEST THINGS TO TELL A SIDING CUSTOMER

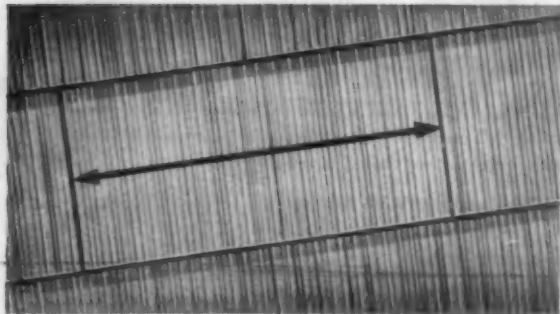
and you only  
get them all with

**RUBEROID**  
*Color-Grained*

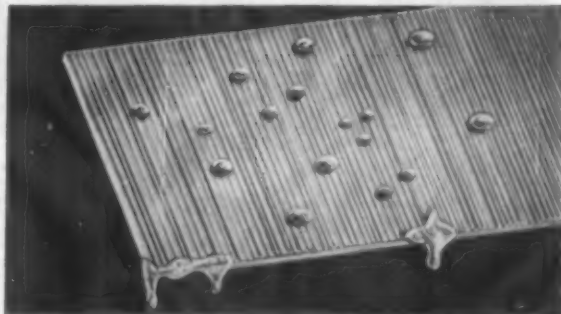
**ASBESTOS SIDING**



**1. "The color is part of the shingle!"** Not just painted on—the pigment is part of the asbestos-cement mixture! Irregularly striated color lines give 3-dimensional look—can't wash off—can't crack in sun! They're *part* of the shingle!



**2. "It's Autoclaved! Won't Shrink!"** Special high pressure, high temperature steam curing! Color-Grained Siding goes on tight . . . stays tight for life. A standard feature throughout the entire Color-Grained Siding line.



**3. "DUROC-sealed against weather."** Every shingle armored with a hard resin coating! Locks color in . . . moisture out. Dirt washes off easily. Duroc keeps Color-Grained Siding new . . . years longer.

**The RUBEROID Co.**

ASPHALT AND ASBESTOS BUILDING MATERIALS

Get a bigger share of *your* town's siding business with these 3 Color-Grained Siding sales extras! For details on this new and *different* product in the asbestos siding field, call your Ruberoid representative today.

chart. Also included are a number of colorful counter displays on various products. For more information—  
**Circle No. 775 on coupon, pg. 118**

**Upton Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—  
**Circle No. 776 on coupon, pg. 118**

**Chas. O. Larson Co.**, P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—  
**Circle No. 777 on coupon, pg. 118**

**Scott-Atwater Manufacturing Co., Inc.**, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising

and Promotion Handbook for 1956" covers all of the sales promotion material available to Scott-Atwater dealers in 1956. This material includes free mats and ad builders; giant window streamers which feature the 1956 line; handout stuffers; line folder; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—  
**Circle No. 778 on coupon, pg. 118**

**National Lock Co.**, Rockford, Ill., will supply single- and double-column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan introduced as a sales aid features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove

Bolt assortments are given free. For more information—  
**Circle No. 779 on coupon, pg. 118**

**Atlas Asbestos Co.**, North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—  
**Circle No. 780 on coupon, pg. 118**

**McKinney Manufacturing Co.**, Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware

## DISPLAY SOUTH BEND DOLL CARRIAGES and catch all of the family!



SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th Street, N.Y.

Midwest—South Bend Toy Mfg. Co., South Bend, Indiana

South—Louis Williams & Co., 3rd National Bank Building, Nashville, Tennessee

Denver & Pacific N.W.—Leo Scherrer, 2840 West 93rd Street, Seattle 7, Washington

California & S.W.—Anderson Sales Company, 2330 West Third Street, Los Angeles 37, California

Toy displays are traffic builders—and profit builders! Famous South Bend Doll Carriages are a *Want* item in almost every household! Display carriages, furniture—and get *all* from South Bend—you'll save time and money.

**COMPLETE LINE.** A model and a price to fit every family purse! 28 models of folding doll carriages, doll strollers, fibre carriages; 11 table and chair sets, musical rockers, red chairs; 14 croquet sets.

**"One Source" Shipments Save Money!** South Bend's Freight Saving Plan combines carriages, croquet, and furniture in full or pool car shipments. Easier, cheaper buying!

New colorful '56 line of croquet. Boasts eight outstanding features. 14 models priced right with pocket-book appeal!



### JUVENILE FURNITURE, TOO!



Write for 1956 Catalogs. Contact your Jobber or Sales Representative.

# SOUTH BEND TOY

SOUTH BEND - INDIANA

the only  
*Complete line*

**MAIL THIS TODAY**

Royal International Corp.,  
St. Petersburg, Florida

OK, ship me special sample order **FREIGHT  
PREPAID**—one of each—total cost \$134.90.

Dealer .....

Address ..... City .....

Satisfaction Guaranteed



# New Lawn Edgers

**EASY TO SELL BECAUSE THEY ARE EASY TO OPERATE**

For edging—around tree wells, shrubs, sidewalks.  
For trimming—gets up close to tree or object.



**LITTLE JEWEL**

**RETAILS \$19.95**

Not a toy.  
Weighs 20 lbs.  
Self-sharpening  
cutter blade  
works forward  
or reverse.  
Heavy rubber  
tire wheel does  
the work.

**LITTLE KING**

**GAS—RETAILS \$89.95**

Edger and Trimmer.  
2 HP engine.  
Automatic rewind  
and governor.

**LITTLE QUEEN**

**ELECTRIC—RETAILS \$69.95**

Same as gas, but with  
1/4 HP 1750 RPM GE motor  
and overload switch.

**SPECIAL OFFER TO DEALERS**

We will ship you a sample order—1 of  
each model—and **PREPAY FREIGHT**.  
Total cost of all 3—\$134.90

**ATTENTION DISTRIBUTORS**

We are opening territories now

**WRITE US . . .**

**Quality Merchandise you'll be proud to sell**  
**ROYAL INTERNATIONAL CORP.**

**ST. PETERSBURG, FLORIDA**



complete with display rack. For more information—

Circle No. 761 on coupon, pg. 118

**Midwest Tool and Cutlery Co., Inc.**, Sturgis, Mich., offers dealers a small wire display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase of the merchandise. Both are packed in one carton. For more information—

Circle No. 782 on coupon, pg. 118

**Ocean City Manufacturing Co.**, "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 783 on coupon, pg. 118

**The Patterson-Sargent Co.**, 1325 E. 28th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture

plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 784 on coupon, pg. 118

**O. F. Mossberg & Sons, Inc.**, P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 785 on coupon, pg. 118

**Champion DeArment Tool Co.**, Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is 34" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be

sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4 1/4" pliers available in 5 different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain 9 of the Heavy Duty Slip Joint pliers—four, 6"; three 8"; and two, 10" patterns. Each plier is individually cartoned and all 9 pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. 786 on coupon, pg. 118

**Bolens Products Division**, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 787 on coupon, pg. 118

**Chattanooga Royal Co.**, Chattanooga, Tenn., announces that it is backing its 1956 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A new, larger outdoor cook book, which

# The Perfect Hand!

*The Jackson Line is the Profit Line*

Jackson products make up the perfect hand... topped by Ace, the most wanted wheelbarrow in America. It's low-priced for high volume and has all the features: lightweight, durable, attractive. Handles designed for better balance and full support to tray bottom. Rolled edge for added strength. Self-lubricating bearings, puncture-proof tire. Hard enamel finish. It sells!

Available through leading hardware distributors

## JACKSON

Manufacturing Co. • Harrisburg, Pa.

Oldest and largest wheelbarrow maker in America

# COLOR really sells them!



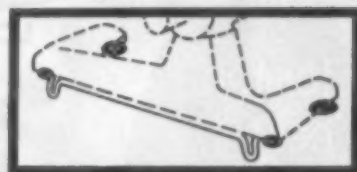
Only the

## UNIVERSAL *All-purpose* "TAB-L-TOP" Food Chopper gives you 5 Decorator Colors!

It's just the chopper to put real snap in your sales! Whatever the color scheme of milady's kitchen, one of these five carefully chosen decorator shades is sure to complement it perfectly. "TAB-L-Top" is a handsome addition to any modern kitchen.

And "TAB-L-Top" is a dream to operate. Three different cutter plates make fast work of any food—raw or cooked. The extra-long handle turn for turn cuts any food faster and better.

Better order plenty. These colorful new "TAB-L-Top" Choppers are sure to be best sellers. Particularly at the low \$8.95 retail price.



**NEW!** Four suction cups and the exclusive table edge positioner absolutely prevent slipping. The Universal "TAB-L-Top" will not mar counter or table top.

"TAB-L-TOP"  
Food and Meat Chopper  
retails from \$8.95



Self-Sharpening  
Food Chopper  
retails from \$4.25



Swing-A-Part  
Food Chopper  
retails from \$4.50



# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

**ORDER FROM YOUR  
UNIVERSAL DISTRIBUTOR NOW!**

is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder, newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of charge or at cost. For more information—

**Circle No. 788 on coupon, pg. 118**

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

**Circle No. 789 on coupon, pg. 118**

**The Moto-Mower Co.** of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national

coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

**Circle No. 790 on coupon, pg. 118**

**Shopmaster, Inc.**, 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

**Circle No. 791 on coupon, pg. 118**

**Foley Manufacturing Co.**, 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day Trial offer on 18"

and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

**Circle No. 792 on coupon, pg. 118**

**The Shakespeare Co.**, Kalamazoo, Mich., is now providing, upon request, a tie-in news mat service for tackle dealers. The product ads in the mat service are miniature versions of larger national ads on brand name tackle items currently being featured in 1956 Shakespeare national advertising. Copy ideas and advertising art used in the national program have been adapted to these 1-column, 3- to 4-inch ad miniatures which can be used alone (with dealer store identification) or grouped with other items featured in the regular block-type newspaper store advertisement. The 3-page set of tie-in news mats is being offered without charge. For more information—

**Circle No. 793 on coupon, pg. 118**

**True Temper Corp.**, 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up-Time" program kits to aid dealers in their garden tool promotion. Various four-color store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

**Circle No. 794 on coupon, pg. 118**

**Cleveland Mills Co.**, Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

**Circle No. 795 on coupon, pg. 118**

**John Sunshine Chemical Co., Inc.**, 600 W. Lake St., Chicago 6, Ill., offers its 12- 2 oz. tubes of Pipe Joint Compound individually boxed and packed in the former Display Box. Newspaper mats or electros are furnished

# BOMMER

## LOUVER SPRING HINGE

for the  
best in  
SPRING  
HINGES



Type BT 1514    Type BT 1515  
Both 2 3/4" in overall height

**Watch for new, exclusive HOLD OPEN feature.\***

Designed for use on "Louver" doors. Made in the "Ever-ready" style. Attaches right to the jamb; no hanging strip is required.

Type BT 1514 will operate a door up to 18 lbs. in weight, from 3/4" to 1 1/8" in thickness. For bulkier doors, (up to 18 lbs. in weight, from 1 1/8" to 1 5/8" in thickness) Type BT 1515 is ideal.

\*pat. pending

## BOMMER SPRING HINGE CO. INC.

156 Lendrum Highway, Lendrum, South Carolina

SALES OFFICES & WAREHOUSES  
Brooklyn: 265 Clarkson Avenue • Chicago: 180 N. Wacker Drive





**NEW**

## GEM DANDY ELECTRIC CHURN

*A bigger Value than ever  
at New Low Prices*

**DELUXE MODEL-REDMOND SPECIAL**

**\$23.95**

without jar

The nationally advertised Gem Dandy Deluxe Electric Butter Churn is the world's most popular electric churn. New, more efficient, cooler running motor with aluminum handle. Aluminum cover designed to fit containers with various openings and sizes, is lined with vinyl which prevents vibration or movement. Order a stock of Gem Dandy Deluxe Model today. At new low prices, it will build big volume and profit for you.

- New Motor—aluminum handle.
- New aluminum cover lined with vinyl, fits any container. Easy to clean.
- Detachable aluminum shaft.
- Sanitary white motor—switch in cord.
- Adjustable aluminum dasher with extra agitator.
- Slow-speed motor — churns quicker, makes better butter.
- 18 months warranty.

**Deluxe Model without jar \$23.95**  
**Recommended dealer's cost \$15.97**

Shipping weight 7 lbs.  
Carton 10" x 10" x 10".

Gem Dandy Duraglas jar with cover and handle:

List price 3-gal. jar \$3.95—Dealer's cost \$2.37, Wt. 11 lbs.  
List price 5-gal. jar \$4.95—Dealer's cost \$2.97, Wt. 16 lbs.



**STANDARD MODEL-REDMOND SPECIAL**

**\$19.95**

without jar

New, more efficient, cooler running motor. Churns in 15 to 20 minutes. Standard model has black motor, aluminum handle. Aluminum jar cover fits Gem Dandy jar. Motor base with four rubber-tipped prongs prevents movement or vibration when used with owner's crock or other wide mouth container. The Standard Model is a ready seller. 18 months warranty. Order your needs today.

**STANDARD MODEL without jar \$19.95**  
**Recommended dealer's cost \$13.97**  
Shipping weight 7 lbs. Carton 10" x 10" x 10".  
**4-Qt. Deluxe Jr. Complete with jar \$19.95**



**NATIONALLY ADVERTISED**

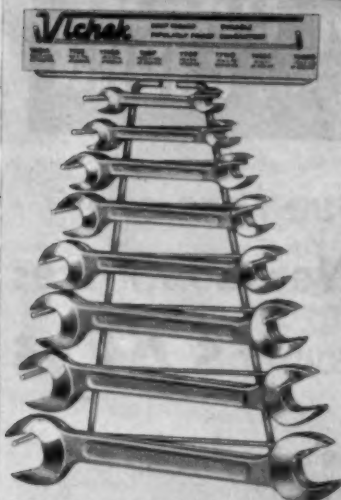
Order today from your distributor  
2% 10 days, net 30 days. F.O.B.  
distributor's shipping point.

**Dept. 5,  
1st Avenue, North at 13th St.,  
BIRMINGHAM 3, ALA.**

MANUFACTURED BY

**ALABAMA MANUFACTURING CO.**

## Show and \$ELL



B-60 - 25 piece Open End Wrench Assortment

## WRENCHES by VLCEK Now Available In Assortments



B-62 - 22 piece Combination Wrench Assortment

These attractive, individual displays fit either perforated panels or any wall surface, contain fast moving, popular sizes, show part numbers and resale prices.

Available are 3 displays of popular Vlcek streamlined wrenches (box wrenches in addition to those shown), 2 displays of pliers, 2 of hammers, 1 of screw drivers, and 1 of adjustable wrenches.

These displays save space and time—are self-serving and sell more. Write today for full information.



free upon request. Electros or newspaper mats also are furnished free upon request for the Mitee Thread Cutting Oil which now features the new reversible spout as standard equipment. If a dealer has any stock of these cans without spouts, the company will send sufficient spouts without cost. A red "S" identifies those cartons containing cans with spouts. For more information—

Circle No. 796 on coupon, pg. 118

American Bilrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. The Bilrite 10-star Hose is packed with a special corrugated display carrier. Also available is a special three-piece display, specially eased to stand alone or mount on a three section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle No. 797 on coupon, pg. 118

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising Fittler products. (1) A cardboard counter display containing 100 ft. connected coils of manila or sisal rope in sizes 1/4", 5/16", 3/8" and 1/2". (2) A lightweight wire rope rack for Fittler Octagonal Boxed Rope that requires only 20" x 30" of floor space to display and dispense four sizes of rope. A small charge is made for this rope rack when ordered with 140 lbs. or more of rope. (3) A rope merchandiser that handles seven sizes of rope—displays, measures and cuts rope to desired length. A small charge is made for this merchandiser, shipped freight prepaid. (4) An attractive box containing Fittler Polyethylene Water Ski Tow Rope or Fittler Manila Water Ski Tow Rope. There are six boxes to a master shipping carton.

To all dealers handling Fittler Brand Manila Rope, Fittler will furnish a Blue and Yellow laminated metal sign for counter or wall use. For more information—

Circle No. 798 on coupon, pg. 118

Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J., offers a counter display containing the HF Assortment of Wyteface steel tapes. The display is compact and colorful and measures 17 inches wide by 7 1/2 inches high. The assortment consists of eight tape rules in various lengths and one 50 foot tape. For more information—

Circle No. 799 on coupon, pg. 118

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master and Mowmatic power mowers. Display material includes a Jumbo size Product Identification Tag to hang on the mower handle. A Window Display Banner, 2-color, 17" x 30", features

## Locked in a Jiffy



## FOLLANSBEE Quick Lock STOVE PIPE

Your customers will like the quick, easy way Follansbee Quick Lock Stove Pipe locks into joint. It can be closed without tools, will not alip and makes a joint that stays fast.

Stove Pipe is just part of the complete Follansbee line which is available to your customers. You can offer also the accessories which round out the line—items like: elbows, angles, tees, collars and all types of reducers.

### A Complete Line Available



Stove pipe Reducers



Stove pipe elbow and tee

Shipped in sturdy, corrugated cartons  
See your jobber or write

## SHEET METAL SPECIALTY DIVISION

Box 567

Follansbee W. Va.



A Division of  
**FOLLANSBEE  
STEEL CORP.**



**most  
dairy farmers  
won't buy  
unless  
they get**

*Perfection*

It's a fact — more dairy farmers buy the Perfection line of milk filter discs — **AT THE STORE** — where **YOU** make the profit. They have done it for almost half a century now — (1) because more dealers stock the Perfection line and (2) because Perfection is the **COMPLETE** line of milk filter discs designed to meet their needs — pricewise and otherwise...

Three great brands... all best sellers

**ELGRADE** — Priced low for the economy minded

**PERFECTION** — Oldest and best known

**DUBL CHEM** — For the man who wants the best

Backed in 1956 by a powerful advertising campaign in the leading farm publications in **YOUR** area. More dealers make more profit with the **COMPLETE** Perfection line. Doesn't it make good sense to stock the milk filter discs that **SELL THROUGH YOU**.

*Single source means you can combine for minimum shipment. Half cases available where preferred. Write for samples and prices.*

**SCHWARTZ MFG. CO. • TWO RIVERS, WISCONSIN**





**PORTER PRUNERS**  
ARE BETTER

**CLEAR THE WAY FOR  
BIGGER PRUNER PROFITS with  
PORTER'S 3 New Package Plans**

Sell the Best Pruners and make the Best Profit! Choose any one of the Porter Pruner Packages — there's one tailored to fit your store and your community. Packages contain a selection of pruners PLUS point of sales material — 135 — Counter Card with Free Garden Glove Offer, store banner, 8A — 85 — counter display, and Porter's attractive individual packaging.

**PORTER PRUNER PACKAGE "A"**  
Contains: 4 135 In-B-Tween One-hand Pruners  
3 135 In-B-Tween Pruners  
Your Cost \$36.34 **YOUR PROFIT \$18.11**

**PORTER PRUNER PACKAGE "B"**  
Contains: 3 135 In-B-Tween Pruners  
Your Cost \$9.90 **YOUR PROFIT \$4.95**

**PORTER PRUNER PACKAGE "C"**  
Contains: 6 135 In-B-Tween Pruners  
Your Cost \$19.90 **YOUR PROFIT \$9.90**

For full information on these PORTER PRUNER packages contact  
**TAYLOR BROTHERS**  
P. O. Box 414, Richmond, Va.

**H. K. PORTER, INC.** Somerville 43, Massachusetts

Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and Mowmatic reel type power mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one, two and three column sizes. For more information—  
**Circle No. 800 on coupon, pg. 118**

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—  
**Circle No. 801 on coupon, pg. 118**

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—  
**Circle No. 802 on coupon, pg. 118**

Moe Light Division of Thomas Industries, Inc., Fort Atkinson, Wis., has available for dealers a number of ceiling, wall, and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—  
**Circle No. 803 on coupon, pg. 118**

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.). Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—  
**Circle No. 804 on coupon, pg. 118**

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprint-

increase sales with

**Tandrotine**

Economical  
Proven in use  
High Flash Point  
Slow Drying  
Long Leveling  
Pleasant Odor  
Fast Turnover  
Greater Markup

**T & R**  
TURPENTINE & ROSIN FACTORS, INC.  
SAVANNAH, GEORGIA

**Tandrotine**  
HIGH GRADE PAINT THINER

Gal., Qts., Pts., 1/2 Pts.

*How to  
step up your sales!*

## **Southern WOOD SCREWS**



Slotted or Phillips in steel, brass, silicon bronze, aluminum or stainless steel. Flat, round, oval or special head styles. In bulk or EX to C packages. No. 6 to No. 24 diameters, 3/16" to 6" long. Write Box 1360, Statesville, N. C. for Catalog C-1 and Stock List.



Warehouses: New York Chicago  
Dallas Los Angeles

## **Southern MACHINE SCREWS**



Slotted or Phillips in steel, brass, aluminum or stainless steel. Flat, round, oval, pan, truss, binding or fillister head styles. In bulk or EX to C packages. 2-36 to 3/16-16 diameters, 1/4" to 6" long. Write Box 1360, Statesville, N. C. for Catalog C-1 and Stock List.



Warehouses: New York Chicago  
Dallas Los Angeles

## **Southern STOVE BOLTS**



Slotted steel with flat, round or truss head styles. Square nuts unassembled. In bulk or EX to C packages. 1/4" to 3/4" diameters, 3/4" to 6" long. Write Box 1360, Statesville, N. C. for Catalog C-1 and Stock List.



Warehouses: New York Chicago  
Dallas Los Angeles

## **Southern A & B TAPPING SCREWS**



Slotted or Phillips. Steel or aluminum. Flat, round, oval, pan or truss head styles. In bulk or EX to C packages. No. 4 to No. 14 diameters, 1/4" to 2" long. Write Box 1360, Statesville, N. C. for Catalog C-1 and Stock List.



Warehouses: New York Chicago  
Dallas Los Angeles

## **Southern CARRIAGE BOLTS**



Roll-thread, undersize shank in steel with standard heads and American standard square nuts. 3/16", 1/4", 5/16" and 3/8" diameters, up to 6" long. Available in bulk or EX to C packages. Write Box 1360, Statesville, N. C. for Catalog C-1 and Stock List.



Warehouses: New York Chicago  
Dallas Los Angeles

## **Southern HANGER BOLTS**



Plain or fluted center in steel with square nuts unassembled. Furnished from stock in 1/4", 5/16", and 3/8" diameters, up to 6" long. Write Box 1360, Statesville, N. C. for Catalog C-1 and Stock List.



Warehouses: New York Chicago  
Dallas Los Angeles

Sold Through Leading Wholesale Distributors

Your Jobber has  
**FULLER** money-making  
specials like this

ALL  
THE  
TIME

Top-quality tool-steel  
chisel set, retailing at  
only \$1.39—typical  
of Fuller's profit-  
building Hardware  
Week specials that  
you can always get  
from your jobber.  
They're self-selling,  
quick selling,  
priced and packaged  
for impulse buying!  
**Roberts, Sanford,  
Taylor** has it.  
Order today.



Ask your jobber's salesman about  
other **FULLER SPECIALS**

**FULLER TOOL COMPANY, INC.**

3522 Webster Avenue, New York 67

World's largest producers of unbreakable amber handle tools

get your share  
of this

## PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules  
being shod each year—and today their owners are look-  
ing to YOU to supply them. Horseshoes are a high-profit  
item...come packaged 10 pair to the box—easy to store,  
shelve, and sell. *Stir yourself!* Write now to Dept. H-2 for  
name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the  
**WORLD'S LARGEST  
MANUFACTURER OF  
HORSE AND MULE SHOES.**

**Phoenix** MANUFACTURING CO.  
Joliet, Illinois



ed with the dealer's name, address  
and telephone number for use as en-  
velope stuffers. For more informa-  
tion—

Circle No. 805 on coupon, pg. 118

**W. L. Jackson Manufacturing Co.,  
Inc.**, 1216-1226 E. 40th St., Chatta-  
nooga, Tenn., offers to dealers four  
envelope stuffers featuring gas and  
electric water heaters and electric  
floor furnaces. A fifth is soon to be  
added, featuring glass-lined water  
heaters. Advertising mats are also  
available. For more information—

Circle No. 806 on coupon, pg. 118

**Revere Copper and Brass, Inc.**, Box  
111, Rome, N. Y., has a wide assort-  
ment of dealer sales aids available for  
use in promoting Revere Ware  
utensils. These include a large Revere  
Ware trade mark plaque, envelope  
stuffers, advertising mat service and  
cooperative newspaper advertising  
program. They also have a new elec-  
tric flasher display unit available at  
a modest cost. For more information—

Circle No. 807 on coupon, pg. 118

**The Weber Lifelike Fly Co.**, Stev-  
ens Point, Wis., offers a new three-  
tier revolving rack which is said to  
occupy less than one square foot of  
counter space and is 33 1/4 inches high.  
Over 200 standard Weber assortments  
of lures and other tackle items on  
wide or narrow panels will fit this  
unit. In addition to the three-tier  
unit, individual units are also avail-  
able. A free Revolving Rack is of-  
fered for spools of "Tynex" spinning  
line and a number of display boards,  
boxes and racks are available. For  
more information—

Circle No. 808 on coupon, pg. 118

**Utica-Duxbak Corp.**, Utica 4, N.  
Y., has available for dealers a com-  
plete mat service covering the com-  
pany's line of sportsmen's clothing.  
Offered also is colorful corrugated  
display material for window back-  
grounds or for use on TV programs.  
Other sales aids include window  
streamers, counter cards, and litera-  
ture for mailing. For more informa-  
tion—

Circle No. 809 on coupon, pg. 118



















**Libbey - Owens - Ford Glass Co.**,  
608 Madison Ave., Toledo 3, Ohio, has  
available for dealers a catalog show-  
ing a complete range of sales aids.  
These include envelope stuffers and  
self-mailers, ad mats and radio  
commercials, product literature, win-  
dow streamers and counter cards. For  
more information—

Circle No. 810 on coupon, pg. 118

**Plymouth Cordage Co.**, Plymouth,  
Mass., offers dealers a wide range of  
promotional literature, colorful point-  
of-sale displays, and several rope dis-  
pensers. Literature includes pam-  
phlets on use of rope on farms, on  
boats and in industry. Dispensers in-  
clude the SalesRak which sells rope



# THERE'S A **PFLUEGER REEL** FOR EVERY FISHERMAN

		MOST NOTABLE FEATURE	SPOOL CONTROL	DRAG FEATURES	ACCESSORIES		PRICE
<b>FREESPEED</b>	FRESH WATER REELS	America's finest moderately priced reel	Spool does not oscillate into cup. Cap. 150 yds. 6 lb.	Extra smooth with slow take-up	8-page booklet. Extra spool assembly \$1.50		\$14.95
<b>PELICAN</b>		Our finest fresh-water spinning reel.	Spool remains stationary for more accurate casting. Cap. 165 yds. 6 lbs.	Incomparably smooth. Adjusted at rear while holding crank.	16 page booklet. Stem replaceable separately. Extra spool assembly \$3.00		\$22.95 (Manual pick-up \$21.95)
<b>SUPREME</b>		Aristocrat of all bait-casting reels	Anti-backlash	Cub handle furnished	Cork arbor, oil, grease, reel bag, wrench, back plate cushion, handle grips		\$35.00
<b>SUMMIT</b>		High quality bait-casting reel	Anti-backlash		Reel bag, cork arbor, wrench		\$15.25
No. 1983M		For monofilament line		Cub handle furnished			\$16.95
<b>SKILKAST</b>		Easiest to use—no thumbing	Mechanical Thumber*		Cork arbor		\$12.50
<b>NOBBY</b>		Lightweight for precision casting	Anti-backlash	Cub handle available	Cork arbor, wrench		\$13.25
<b>AKRON</b>		Excellent quality—long a favorite	Anti-backlash	Cub handle available			\$11.50
<b>TRUMP</b>	SALT WATER REELS	Pflueger features at moderate cost	Anti-backlash				\$6.95
<b>TRUSTY</b>		New price leader. Pflueger features.	Anti-backlash				\$9.90
<b>ROCKET</b>		For fresh or salt-water fishing	Anti-backlash	Star Drag with throw-off lever			\$14.25
No. 1375		For monofilament line					\$15.25
<b>SEA STAR</b>		Our finest spinning reel. For surf spinning or fresh-water trolling.	Spool does not oscillate into cup. Cap. 200 yds. 15 lb.	Extra smooth nylon with slow take-up.	8-page booklet. Stem replaceable separately. Extra spool \$3.50		\$29.95
<b>SEA KING</b>		New, wide spool—quick take-apart	Mechanical Thumber*	Star Drag free spool	Wrench, extra fiber washers†, extra spool available		\$17.50
<b>OCEANIC</b>		New, wide spool—lightweight	Mechanical Thumber*	Star Drag free spool	Wrench, extra fiber washers†		\$11.95
<b>CAPITOL</b>		Deep sea reel—quick take-apart	Star Drag	Star Drag free spool	2 wrenches, extra fiber washers†		\$16.50 \$18.50 \$19.50
<b>OHIO</b>	FLY REELS	Lighter weight deep sea reel	Star Drag	Star Drag free spool	2 wrenches, extra fiber washers		\$11.95
#1488 <b>MEDALIST</b>		New, heavy duty for salmon, etc.	Adjustable drag** and click		Extra spools available		\$15.50
#1492 to 1505 <b>MEDALIST</b>		Most notable single action reel	Adjustable drag** (except 1492) and click		Extra spools available		\$ 6.00 to \$12.50
<b>GEM</b>		Excellent quality at moderate price	Click				\$5.35

\*Patented Pflueger feature—slows spool at end of cast. Operates only when line is going out. Completely adjustable.

\*\*Operates only when line going out. †For Star Drag.

THE ENTERPRISE MANUFACTURING CO., AKRON 9, OHIO  
Also Baits, Rods, Hooks, Sinkers, Lines. Reprints of this page may be had upon request. Write us.

**PFLUEGER** A GREAT NAME IN TACKLE  
(PRONOUNCED "FLEW-GER")



**new  
display  
making  
sales  
history!**

**A HUGE SUCCESS  
EVERYWHERE!**

FREE crystal-clear permanent plastic display holds 48 fast-moving numbers... arranged for lively and complete sales... takes only 5"x14"

counter space. No fuss... packed filled as shown... goes right to work! Order today from your jobber. Ask for Sel-Fast Display TD-48.

**HOLD-E-ZEE® SCREWDRIVERS**  
UPSON DRUGS, Inc., Rochester 14, N.Y.

off the spool in any length up to 300'. The Salesmaker, available in counter or floor models, holds seven sizes of rope which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 811 on coupon, pg. 118

Southern Screw Co., Statesville, N.C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 812 on coupon, pg. 118

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Ill., announces the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Circle No. 813 on coupon, pg. 118

**The  
Sell'em-All**

**Line for 1956**

**Portable grills from \$4.95 to \$300 Retail**

**NEW!**

**WIDE PRICE RANGE**  
to let you sell every cook-out prospect!

**NEW!**

**GREAT SMOKY**  
Smoke-cooking models

**NEW!**

**SUPER-COMPLETE LINE—35 new, designer-styled exclusive models. Here are a few:**



**NATIONALLY ADVERTISED  
IN HOUSE BEAUTIFUL  
HOUSE & GARDEN • LIVING**

FOR FULL INFORMATION, send this ad and your letterhead to:

**CHATTANOOGA ROYAL COMPANY  
CHATTANOOGA 6, TENNESSEE**

RCY-10  
\$14.95 list  
Exclusive design smoke-cooking brazier with KWIK-FLIK grid adjustment.



**F. E. Myers & Bro. Co.  
Names District Manager**

ELMER H. COOK, formerly product manager for industrial pumps, has been named district manager for Texas, Louisiana, Arkansas, Mississippi and Oklahoma, The F. E. Myers & Bro. Co., Ashland, Ohio, announces.

Myers manufactures water systems, pumps, power sprayers and water conditioning equipment.

Cook is replacing L. R. Raudebaugh who has resigned his position to take over the Texas Pump and Supply Co. in Dallas. Texas Pump and Supply Co. is a distributor for Myers products.

Cook joined Myers in 1954 and was a territory sales representative before becoming product manager.

No successor has been named for Cook as yet.

YOU CAN  
PLEASE  
EVERYBODY



with the complete

## U.S. ROYAL line

Slim new Middleweights, floating-ride balloons, heavy duty "work horses," lightning-like lightweights—there's a famous U.S. Royal that's right for *every* rider. Set yourself to satisfy everybody—see your nearby U.S. Royal Bike Tire Jobber soon.



U.S. Royal Middleweight 1.75



U.S. Royal Master 2.125



U.S. Royal Nobby 2.125



U.S. Royal Touring Lightweight



U.S. Royal Chain 2.125



U.S. Royal Lightweight



U.S. Royal Airtite  
and Thorn Resisting Tubes



# United States Rubber

CYCLE TIRE DEPARTMENT

UNITED STATES RUBBER COMPANY



549 East Georgia Street, Indianapolis 6, Indiana

SOUTHERN HARDWARE for APRIL, 1956





**For more information on these new products  
use the return free post card on page 118**

### Aluminum Trellis

Display-packaged aluminum trellis is introduced by Nichols Wire & Aluminum Co., Davenport, Iowa. According to the manufacturers, the trellis never requires painting or repairs, and also eliminates the rust-staining of surfaces against which it is mounted.



Tension bars and hardware come with the trellis for ease of mounting. The trellis has a special silver-like finish.

The trellis, two feet in width, comes in a cutaway red, white and blue package complete with instructions. One type of carton holds six 10-foot packages, while another holds one 25-foot length. For more information—

**Circle No. 202 on coupon, pg. 118**

### "Story Book" Knobs

A novel and colorful line of knobs to retail at 45 cents and featuring story book characters is announced by American Cabinet Hardware Corp., Rockford, Ill. The knobs may be used for either furniture or built-ins.

Four different story book designs are being manufactured: No. A603



Humpty-Dumpty with green background; No. A601 Peter Rabbit with yellow background; No. A602 Choo Choo Train with blue background; and No. A604 Happy Clown with pink background. Knobs are steel construction; 2½ inches in diameter; colors are durable and washable.

Each knob is individually packed in Amerock's "clear-vue" package. A colorful display carton for counter, window or shelf will hold one dozen knobs. For more information—

**Circle No. 203 on coupon, pg. 118**

### Cardosells Display

The Hyde Manufacturing Co., Southbridge, Mass., is now featuring 22 of its fix-up and paint-up tools individually carded for perforated wall and floor fixtures and counter merchandisers with bins. These self-serve, individually colored carded products called Cardosells include the popular numbers in Hyde's Blue Diamond and



Black and Silver lines of putty knives and scrapers. Hyde's Paint Scrapers, Handy Knife, Razor Blade Scrapers, Glass Cutters and Sandwich Spreaders are now also individually carded.

Each Cardosells packaged tool is identified, pre-priced and shows product uses. Most of the Cardosells are packed ½-dozen each by type and size in individual stock boxes. Special floor and counter perforated board merchandisers are provided at no charge with minimum cost assortments of Cardosells, retailer's choice.

Cardosells sales information sheets may be obtained from local wholesalers or by writing to the company. For more information—

**Circle No. 204 on coupon, pg. 118**

### New Fertilizer

A granular fertilizer, the Uni-Form 10-6-4, containing 40 percent Urea-Form nitrogen, is announced by the Lebanon Chemical Corp., Lebanon, Pa. It is 50 percent organic and is an all-purpose fertilizer.



Uni-Form 10-6-4 is available in five-, 25-, 50- and 80-pound bags. The packaging is yellow and black. Free dealer aids are offered by the manufacturers. For more information—

**Circle No. 205 on coupon, pg. 118**

# DAZEY® presents the

## Iceramic

T. M. Reg.

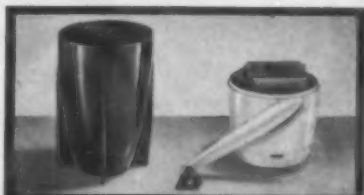
### PORTABLE ICE CRUSHER

*newest addition to the famous family of Dazey ice crushers!*



USE-TESTED

Guaranteed by  
Good Housekeeping



EXCLUSIVE "NON-DRIP" FEATURE—Only DAZEY gives you "Non-Drip" operation. When top section is removed and placed in up-side down position, it stands upright. Will not drip on table top.

**Set it anywhere and use it!**  
**Jumbo-sized, heavy duty ice cup!**

BIG, BOLD AND BEAUTIFUL! That's the new DAZEY Iceramic Portable Ice Crusher! With its smart, futuristic styling, jumbo capacity and streamlined handle, the new Iceramic Portable needs no stand. Operates on any flat surface (not just at table's edge). Better order plenty. Iceramic is sure to be the year's best seller. Retail from \$10.95. See your DAZEY distributor.

- Functional "tear drop" handle permits operation anywhere on table (not just at table's edge).
- Large, non-marring rubber disc on base. Rustproof handle and body.
- Wide variety of smart colors including turquoise, pink, red, yellow, white, all-chrome and copper.

FAMOUS DAZEY WALL-TYPE

## "TRIPLE" Ice Crusher

OVER 3 MILLION NOW IN USE! The DAZEY "Triple" is the *original* ice crusher and the only one that crushes fine, medium and coarse. Fits any DAZEY wall bracket. In variety of colors, including all-chrome and copper. Retail from \$9.95.



*Pre-sold by biggest ad drive in the industry!*



more  
whip!

more  
zip!

more  
sales!

**GARDEX**  
grass  
whip

No. 441. Serrated Edge. \$170  
Suggested List .....

No. 440 Plain Edge (list 10c less)



No. 443 Weed Cutter \$200  
Suggested List .....

**GARDEX INC.**

517 Carroll Ave., Michigan City 4, Ind.

## Lawn Spreader

A new line of Lawn Spreaders equipped with the new removable "Sweep Feed" agitator to assure a controlled uniform spreading of all types of seeds and fertilizers is announced by Buch Manufacturing Co., Elizabethtown, Pa. A "Setting Chart" accompanies each spreader to elimi-



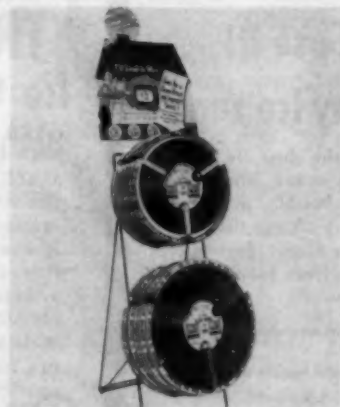
nate overfeeding.

The Buch line is now finished in Bermuda Green and Buff, "baked on" auto finish. For more information—

Circle No. 206 on coupon, pg. 118

## Handi-Pak TV Wire

New colored television wire is now offered by Kleer-Vision Manufacturing Co., Inc., Mountain View, N. J., packaged on cards in 50-, 75- and 100-foot lengths, and designed for the do-it-yourself market.



A new three-way handy pack display rack is available for use on the counter, floor or wall.

Colors include pink, green, blue, gold, yellow, red, clear, brown or silver; unless specified all orders are shipped in brown. For more information—

Circle No. 207 on coupon, pg. 118

show 'em  
this plier...

and YOU'LL  
SELL IT



For a longer profit per sale...SELL QUALITY



SELL THE COMPLETE CHANNELLOCK LINE

A sale is in the making every time your customers "heft" a Channellock 420 plier. The reason? No other plier does so many jobs so well. It grips any shape... of any size (1/4" thru 1 1/2")... with a grip like a pipe wrench. This all 'round usefulness is the reason why more and more householders... as well as mechanics... want and buy Channellock 420. So make the Channellock line your plier line... and let the Channellock 420 lead the way to greater profits for you.

**CHANNELLOCK** National Advertising

creates customer preference



CHAMPION DEARMONT TOOL COMPANY  
MEADVILLE, PENNSYLVANIA



# ACRES OF PROFITS in Lebanon FERTILIZERS

Increasing consumer demand for Lebanon fertilizers—resulting from superiority of product, national promotion, free dealer aids and 50% local advertising participation—guarantees you steady profits.

Lebanon's amazing new Uni-Form 10-6-4, containing 40% Urea-Form nitrogen, gives astounding results from one application, even on poorest of soils.

Uni-Form assures sturdier roots, hardier growth and thick, springy turf in the most difficult areas. It is granular, dust-free, 50% organic. Uni-Form will not burn when properly used . . . and one shot lasts all season.



THE GREATEST ADVANCEMENT  
IN FERTILIZER  
IN THE PAST 50 YEARS!

## TURF-ORGANIC

All-Organic—100% Chicago Activated Sludge



Compared to other turf builders and soil conditioners, Turf-Organic is "turf-cheap"—affords almost unbelievable results in but one or two seasons.

- Gives superior turf at minimum cost.
- Granular, not powdered. Easy to apply.
- Can not burn. Needs no "watering in."
- Will not cake or crust. Use any time, any place.
- Proved on golf courses, parks, cemeteries and estates.

## COW or SHEEP MANURE

Dehydrated, Sterilized, Weed-Free



Superior organic soil conditioners. Cow and Sheep Manures are 100% natural products—dependable, inexpensive and safe to use. Can not burn or scald delicate root fibers.

- All-organic. Long lasting benefits.
- Make clay soil friable. Hold moisture in sand or shale.
- Clean and easy to handle. No noxious weed seeds or straw.
- Economical to use generously.
- Ideal for turf, plants, shrubs and ornamentals.

DISTRIBUTORS AND DEALERS:  
ASK ABOUT  
LEBANON'S  
BIG PROFIT  
OPPORTUNITIES.

# Lebanon



CHEMICAL CORPORATION  
LEBANON, PA.

# Protective Coating...



another reason for

# CLARK

Superiority

"When the disastrous flood hit the Northeast last Fall, several Clark customers in that area learned first-hand the value of this exclusive Clark process. Writing about a company-customer's experience, one distributor reported:

"C. A. Lindell Co. had four feet of water in their bolt department and found that after the water had receded they could pick out the Clark Bros. bolts by the minimum amount of rust... while competitors were more heavily rusted. We think this is a justification to your rust proofing."

Very truly yours,  
THE PAGE, STEELE & FLAGG CO.  
F. H. Page, Jr.

Rust resistance... another example of the "extras" which are standard with Clark.

Write for full information on the extensive Clark line of nuts, bolts, screws, rivets, and other industrial fasteners.

Since 1854



# CLARK

BROS. BOLT CO.  
MILDALE, CONN.

## Tape Rule Special

Keuffel & Esser Co., Hoboken, N. J., announces a special 60 percent mark-up offer on its assortment KH55 of 11 Wyteface Steel Tape Rules. Dealer cost is \$9.84; retails for \$15.76.



The assortment includes three each of Handy (1/2-inch blade) rules in six-, eight- and 10-foot lengths, and two Mighty Handy (3/4-inch blade) rules in 10-foot length.

The rules are on individual "blister" cards for display on perforated board or counter trays. The blade pulls out through slot in blister which permits customer to examine blade without opening or damaging card. For more information—

Circle No. 208 on coupon, pg. 118

## Filler and Wood Putty

The Savogran Co., Boston, Mass., announces that its new, improved Crack Filler and Wood Putty are now in full production and ready for distribution.

The products can be mixed with water, without shrinking, into regular water putty, the manufacturers



state. The Crack Filler is used when the purchaser plans to refinish with paints or enamel because it is completely mineral. In matching woods or refinishing to leave the natural grain of the wood, Savogran Wood Putty is used.

The company advertises 1001 uses for its two products. For more information—

Circle No. 209 on coupon, pg. 118

# STAR...

the line that converts prospects into profits

...With These Priced-Right Blades! Special Flexible or Flexible—Best all-around utility blades where economy is desired.

"Moly"® High Speed Steel—Outlasts standard high speed steel blades 10 to 11

...With These Top-Selling Frames!

STAR No. 10 and No. 15 frames with colorful Tenite handles fit either 10" or 12" blades, yet are built around a solid one-piece steel backbone, the most rigid construction ever devised. New under-the-handle lever-lock makes blade changing easy and automatically puts correct tension on every blade.

STAR No. 20 frame is adjustable for 10" and 12" blades. Features extra-leverage tension lock.

...With These Eye-Appealing Displays!



STAR  
"Flex-Pak"®  
Blade Assortment

Enables you to carry a stock of STAR "Molyflex"® blades, helps you trade up your customers to "Molyflex" at four times the profit! Contains 20 "Molyflex" High Speed Steel and 80 Unbreakable Special Flexible blades.



STAR  
"Molyflex"  
Assortment  
No. 166

Three-color easel card holds 10 "Molyflex" blades, assorted 18- and 24-tooth. Four times the profit for you... four times the cutting efficiency for your customers.

STAR Special Flexible Assortment No. 45 Attractive two-color card carries fast-selling all-purpose assortment of 10" Special Flexible blades. A best seller for years.

© 1936



FREE

Ask your STAR Distributor for a supply of NEW Metal Cutting Booklets and Wall Charts.

Sold Only Through  
Recognized Distributors

CLEMON BROS., Inc.

Middletown, N. Y., U. S. A.

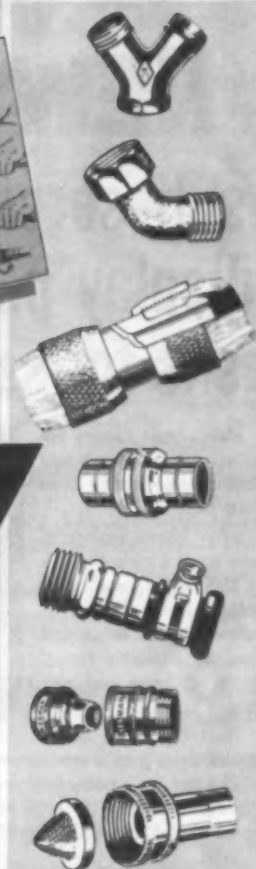
MAKERS OF HAND AND POWER HACKSAW BLADES, FRAMES, METAL CUTTING BAND SAW BLADES AND CLEMON LAWN MOWERS.



# New Packaging!

**TO PUT NEW LIFE INTO  
IMPULSE SALES**

*and its Sherman  
again!*



## The NEW VU-PAC

- ★ Designed to sell itself.
- ★ Product completely enclosed in transparent bubble.
- ★ Attractive 2 color card tells sales story of each item.
- ★ Keeps merchandise clean but completely visible.

**Here are the Products you can have in the New VU-PAC**

- |   |  |
|---|--|
| • No. 227 $\frac{3}{8}$ " Re-Usable coupling  | • No. 84 Gooseneck Hose Swivel         |
| • No. 226 $\frac{7}{16}$ " Re-Usable coupling | • No. 74 Quick-Tite Coupler            |
| • No. 226 $\frac{1}{2}$ " Re-Usable coupling  | • No. 53 Garden Hose Siamese           |
| • No. 234 $\frac{7}{16}$ " Re-Usable Mender   | • No. 66 Flo-Filter Hose Washer Screen |
| • No. 234 $\frac{1}{2}$ " Re-Usable Mender    | • No. 90 Faucet Connection             |

**H. B. SHERMAN MANUFACTURING CO. Battle Creek, Mich.**

*The only complete line of lawn hose goods*





New see-'n'-sell tubes pull glide sales.

## NEW! self-service display pack asks for sales

Here's your chance for an extra sale to every customer that walks into your store.

Spot these powerful new Bassick glide displays in high traffic areas. Folks will see them, pick up the new see-'n'-sell tubes, and look at Bassick's broad, flat steel bases and soft rubber cushions.

Next thing you know, you're ringing up a sale for several sets at 49¢ and 59¢ apiece. Business like that can add up—especially with the average home having use for 18 sets of glides.

### Get your order in!

Call your wholesaler today, and make sure you get your share of this high volume business. The ¾" diameter glides retail at 49¢, the 1½" size at 59¢ a set. Ten sets to a display box. THE BASSICK

COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.



## Crab Grass Killer

Di-Met Crab Grass Killer, manufactured by the O. E. Linck Co., Inc., Clifton, N. J., is available in both powder and liquid form and is said to eradicate crab grass without injury to good lawn grasses.



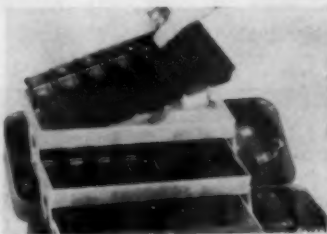
The water soluble powder, which is recommended for use with watering can or sprayer, is packed in individual bags to eliminate measuring and insure proper dosage. The concentrated liquid, recommended for hose syphoning devices and large spraying equipment, is packed in cans with measuring spoon attached.

John H. Graham & Co., Inc., are sales representatives. For more information—

Circle No. 210 on coupon, pg. 118

## Tackle Box Tray Liners

The Lur-Gard Tray Liner, introduced by UMCO Corp., Minneapolis, Minn., is a lightweight unit molded from a pliable yet durable plastic sheet material which is said to resist grease, oils, chemicals and salt water.



The Lur-Gard Tray Liner is not actually a liner, the company states, but a complete one-piece, molded set of lure compartments. The liners are now standard equipment in all 22 UMCO Aluminum and Royalite models in the 1956 line. For more information—

Circle No. 211 on coupon, pg. 118

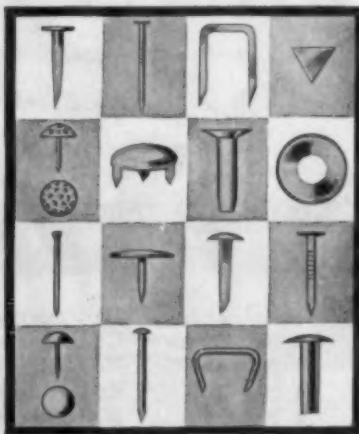
# YOU CAN MAKE 5% MORE PROFIT

And at the same time, you'll eliminate a great deal of paper work, have prompt, uniform deliveries, simplify inventories and save time. How? It's easy . . .

Buy from One Source



The Atlas line includes thousands of items, items such as tacks, nails, brads, staples, and glazier's points to name a few. Ask your Atlas wholesaler to show you the complete list . . . and ask him to tell you how one-source buying can increase your profits 5% and more.



Since 1810

**Atlas TACK CORP.**

FAIRHAVEN, MASS. • HENDERSON, KY.

Makers of the largest variety of tacks and nails in the world.

AMERICA'S  
MOST REMARKABLE SCALE

LIGHT-UP DIAL

COUNSELOR  
*Star-Lite*



### ALL NEW...model 609

Again... COUNSELOR gives you the sales edge over conventional scales. The INSTANT the scale is stepped upon, the dial is flooded with light... automatically! This feature captivates customers, for it is positively the easiest-to-read scale ever offered to them. Light-up dial... high fashion design... sleek, floor-hugging silhouette... unsurpassed accuracy. Merchants who recognize the sales potential created by this combination will record new heights in volume and profit during '56. Write *Counselor Star-Lite* on your next order. There's no other scale like it in America.

#### STEP ON IT...AND SEE

- LIGHT-UP DIAL assures easier weight reading even in well-lighted room.
- LIGHT-UP DIAL is a boon to people who have visual deficiencies.
- LIGHT-UP DIAL encourages children to weigh regularly... makes "keep-fit" activities fun.
- LIGHT-UP DIAL completely eliminates lens glare caused by overhead lights.
- LIGHT-UP DIAL has long service life. When required, standard flashlight bulb and/or battery can be easily replaced.

COLORS: White, Turquoise, Burgundy, Blue, Pink, Yellow, Green

Retail \$9<sup>95</sup> East  
\$10<sup>45</sup> Far West

THE BREARLEY COMPANY, ROCKFORD, ILL.  
AMERICA'S FOREMOST AND LARGEST  
PRODUCER OF BATH SCALES

**COUNSELOR**  
*Scales*



PRE-SOLD BY  
REPUTATION!

CASH IN  
ON THE SWING TO

**ZEBCO**  
**REELS**

new!

### ZEBCO Spinning Reel

**MODEL 33** Designed especially for American fishermen, the fast-selling ZEBCO Spinning Reel is truly revolutionary. No longer does your customer need an "educated" finger to control the cast.

Instead, he merely depresses the simple thumb control, then releases it as the rod tip moves forward, and the lure (as light as he cares to use) is on its way in the easiest cast he ever made. A turn of the crank picks up the line to start a liquid-smooth retrieve. Big one on the hook? A turn on the handy drag button tightens the line to slow the fish and keep him fighting all the way!

Remind your customer that the Model 33 fits straight-handle spinning rods or the more comfortable handle of the off-set type.

To send your reel sales climbing, display and demonstrate the reel which takes the headaches out of spinning!

**\$19.50**  
with 150 yards  
of 6-lb. test  
monofilament  
line installed.\*

#### Caught with a ZEBCO!

Harry A. Norris, Jr., of Bay City, Texas, recently set a new world record with this 70-lb. cobia, caught on a 10-lb. test line with a Model 11 ZEBCO Casting Reel off the mouth of the Colorado River in the Gulf of Mexico.



### new! ZEBCO Casting Reel

**MODEL 11** The improved version of the original standard ZEBCO, the reel which made backlash a thing of the past.

- Stainless steel covers
- Interchangeable spool
- Handy ZEBCO thumb control
- Improved spinner head for lighter lures

Now  
**\$12.50**  
with 85 yds.  
of 10-lb. test  
monofilament  
line in-  
stalled.\*



### super ZEBCO Casting Reel

**MODEL 22** A performance-proved favorite which in just two years has become one of America's most popular casting reels!

- Improved adjustable drag
- Liquid-smooth retrieve
- Stainless steel covers
- Handy ZEBCO thumb control

**\$17.50**  
with 100 yds.  
of 8-lb. test  
monofilament  
line in-  
stalled.\*



\*Extra spool without line \$.75; with 4, 6, 8, or 10-lb. test monofilament line installed \$2.00.

Demonstrate a ZEBCO, and you've made a sale!

WATCH FOR ZEBCO ADVERTISING IN ALL THESE LEADING OUTDOOR MAGAZINES!

Manufactured by **ZEBCO COMPANY**  
Tulsa, Oklahoma



**More trappers buy  
VICTOR Animal Traps than  
any other brand—by far!**

There's a Victor trap especially designed for every popular fur bearing animal. To get your full share of sales and profit, be sure you have an adequate stock.



**More people buy  
VICTOR Mouse and Rat Traps  
than any other brand — by far!**

Superior materials and construction assure quick action and powerful grip. Mouse traps available in sales-winning 2-Pac and 4-Pac cartons for multiple profits.



**More hunters buy  
VICTOR Duck Decoys than  
any other brand—by far!**

Complete line includes molded fiber, Tenite plastic, wood—regular and oversize models—9 species. Also goose, crow and owl decoys. Display all types for steady sales.



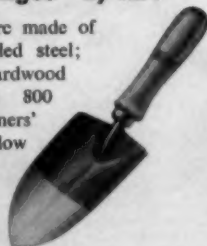
**Fishermen agree, VICTOR and  
OLD PAL Bait Buckets are the  
outstanding "buys"—by far!**

Molded fiber and metal buckets in a full range of styles and sizes. Also metal worm containers, fly boxes and minnow traps. You'll do more business with these two quality lines.



**TRUMP Garden Tools—  
"best buys" in the popular  
price ranges—by far!**

Trump Deluxe are made of 16-gauge cold-rolled steel; have full size, hardwood handles. Trump 800 Series are gardeners' favorites among low priced tools.



Order these famous brands by name from your wholesaler

**ANIMAL TRAP COMPANY OF AMERICA**  
Llutz, Pa. • Pascagoula, Miss. • Berkeley, Calif.  
Niagara Falls, Canada

**Power Tool Kit**

Skil Corp., Chicago, Ill., will introduce to the trade as a Hardware Week special a "Jack-Of-All-Kits," which includes two fully powered tools—a 4 1/4-inch Skil Saw and a 1/4-inch drill—and 13 accessories. The kit is offered as "a \$58.85 value for only \$49.95."



The 15-piece kit, in addition to the saw and the drill, includes seven high speed twist drills, a 5-inch rubber backing pad, a 5-inch lambs-wool polishing bonnet, a sanding disc, a rip fence, one hard-tooth disposable saw blade and one arbor adapter. For more information—

Circle No. 212 on coupon, pg. 118

**Plastic Drain Pipe**

A lightweight plastic pipe designed for sewer and drain applications is announced by Carlon Products Corp., 10225 Meech Ave., Cleveland 5, Ohio. Carlon pipe is joined together by brushing Carlon cement on the outside ends of the pipe and inside the coupling, then pushing together. A dividing ridge in the center of the coupling helps to position the pipe at its proper place for permanent sealing.

Carlon "D" plastic pipe comes in full 10-foot lengths in two-inch to six-inch sizes with a complete line of reducers, adaptors and couplings for special sizes and angles and for coupling other types of pipe. Carlon "D" plastic pipe is non-toxic. For more information—

Circle No. 213 on coupon, pg. 118



**A natural for building  
"Do-It-Yourself"  
Sales!**



**Fast-Moving  
National  
Weatherstripping**

**Easier to sell! Easier to install!**

You'll find a big, ready-made "do-it-yourself" market for all of National's weatherstripping products. They're furnished completely machined and punched, with fastenings included in each box—ready for simple, speedy installation. Too, each National product is attractively packaged to sell on sight.

Just display the complete National line and normal store traffic will move these high-quality products fast. If your jobber can't supply you, write us.

*Look To  
National  
For*  
Quick Sales...  
Nice Profits!

COMPLETE LINE OF NATIONAL AND COLUMBIA WEATHERSTRIPPING • "TRIPL-TITE" ALUMINUM SIDING • PORCELAIN ENAMEL BUILDING PANELS AND SIGNS

Write or wire for details!



Weatherstrip Division

2 Gateway Center, Pittsburgh, Pa.



## INTRODUCING

# John H. Tate

... who will introduce to you, in turn, Butcher's Washable Self-Polishing Floor Wax. John, who is a native Georgian, is the newly appointed southern representative for Butcher's. He has an idea you'll go for—it's called "Beachhead" promotion. Any day now, he'll walk into your store to tell you all about it. You'll like John—and Butcher's, too!



## NEW BEDFORD ROPE

... first on the Clippers,  
first choice on modern vessels.

And first in hardware stores because New Bedford Rope meets modern merchandising standards...

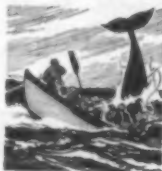
Packed in attractive, self-dispensing display cartons that:

- ★ Hold full or half coils.
- ★ Keep rope clean.
- ★ Keep rope coiled.

Rope is pre-measured:

- ★ Factory marked every ten feet.
- ★ Sell every inch—no remnants.
- ★ Sell right from the carton.

Available at your Jobber



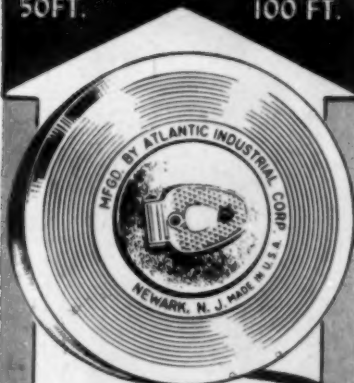
## NEW BEDFORD CORDAGE COMPANY

NEW BEDFORD, MASSACHUSETTS  
Serving the Maritime Industry Since 1842

## THE BEAUTIFUL NEW ALL-METAL ATLANTIC LONG TAPES

50 FT.

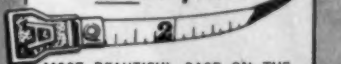
100 FT.



Long on profit...

Long on value...

Low in price!



MOST BEAUTIFUL CASE ON THE MARKET! Handsome and durable. Can't pull apart! The greatest improvement in tape design in years! Extra-thick chrome finish!

Priced at \$4.45 and \$6.65 retail. Slightly higher in Canada. Finest in quality and performance.

Blade has clear, bold markings... unusually tough finish... special sure-grip measuring hook at tip!

Packed individually in eye-catching display box.

Write for Price and Catalog Information

### ALSO AVAILABLE

The Practical and Popular  
PLASTIC CASE ATLANTIC  
25—50—75—100 FOOTERS  
LOWEST PRICES FOR LONG TAPES...  
FROM \$2.50 RETAIL  
TO ONLY \$4.75 for a 100 Footer.  
UNBREAKABLE, RUGGED PLASTIC CASE...  
With a Fine, Clearly-marked Blade...  
One of the  
FASTEST SELLING TAPES  
in America!  
AVAILABLE NOW...  
IN ALL FOUR POPULAR LONG SIZES

Every Atlantic product  
unconditionally guaranteed by

# ATLANTIC

## INDUSTRIAL CORPORATION

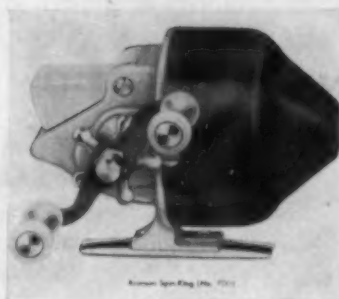
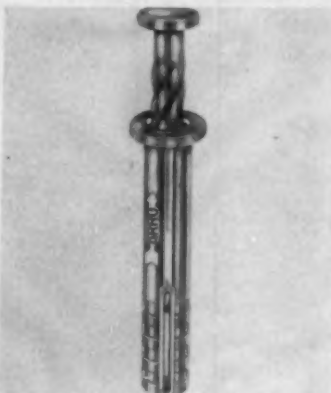
157 W. 57th Street, New York, N. Y.

## Nail Anchor

Arro Expansion Bolt Co., Marion, Ohio, has added the new Spiral-Drive Nail Anchor to its line of drilling and fastening devices for masonry. It is a one-piece anchor die cast of a strong zinc alloy that will not rust, the company states. The steel spiral nails are designed to give the fastener great holding power.

Spiral-Drive Nail Anchors are made in a broad range of sizes, 13 sizes in all, ranging from 3/16" x 3/4" to 1/2" x 3 1/2". For more information—

Circle No. 214 on coupon, pg. 118



## "Spin-King" Reel

Two special features of the new No. 700 "Spin-King" introduced by the Bronson Reel Co., Bronson, Mich., are the placement of the star drag which is said to eliminate line twisting and the line feathering control made possible through the newly developed thumb-lever action.

Other features include precision machined beveled gears, self-lubricating bearings, a non-reverse handle and quick spool changing.

The "Spin-King" can be used on a bait casting rod or spinning rod, is priced at \$19.95, and comes with approximately 100 yards of six-pound test limp monofilament wound on the spool. For more information—

Circle No. 215 on coupon, pg. 118

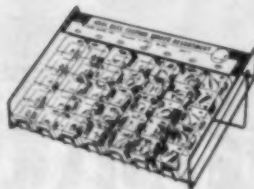
## SMART STYLING FOR INCREASED SALES



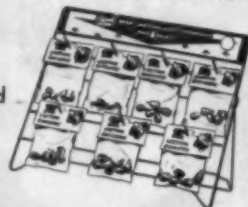
- Cleaner Merchandise
- Less Pilferage
- Neater Stock
- Easily Priced

A complete line of Split Shot, Pinch-On, Bass Casting, Adjustable, Ringed, Trolling, Bank, Pyramid, Egg and Deep Sea Sinkers.

**COLORFUL!**  
Hinge-Top  
Plastic Boxes  
Separately  
color-styled  
for each size



**ATTRACTIVE!**  
Saddle-Labeled  
Polyethylene  
Bags



**FUNCTIONAL!**  
Slide-Top,  
Spill-Proof  
Clear Plastic  
Boxes



IDEAL FISHING FLOAT COMPANY, INC. P. O. Box 467, Richmond 3, Va.

**BOUGHT MY FIRST  
D+M GLOVE IN THIS  
SAME HARDWARE  
STORE 55 YEARS AGO!**



That's right . . . in fact grandpa could have bought a D & M glove in a hardware store when he was just a youngster! Down through the years, Draper-Maynard has been a leader in selling through hardware stores. The 1956 line of D & M baseball equipment is the finest in the company's history—a sure profit-maker for you. For regular profits call your D & M wholesaler or write. Complete catalogs available.



**Draper-Maynard  
Sports Equipment**

CINCINNATI 32, OHIO

**Ask The Man Who Uses One!**

**20  
GREAT  
CALLS**

**MAKE**

**OLT'S**

**THE  
GREATEST NAME  
IN GAME and BIRD CALLS**

Throughout the nation, famous, nationally advertised OLT'S Calls are the popular choice of novice and expert alike. More hunters than ever will be asking you for these world famous black hard rubber game and bird calls. Stock, sell and profit with OLT'S.



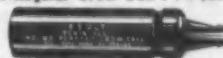
S-8 Perfect Squirrel Call . . . \$3.50



E-1 Regular Crow Call . . . \$2.50



V-16 Crow Call . . . \$1.50



M-9 Perfect Crow Call . . . \$3.50



G-7 Regular Hawk Call . . . \$2.50

**AMERICA'S MOST COMPLETE LINE  
OF HARD RUBBER CALLS!**



N-27 Perfect Coon Call . . . \$3.00



T-20 Fox-Coyote Call . . . \$2.50



D-2 Regular Duck Call . . . \$2.50



J-15 Duck Call . . . \$1.50

A-50 Canadian Honker Call \$5.00  
R-25 Perfect Deer Call \$3.50  
L-22 Regular Goose Call \$2.50  
A-5 Perfect Goose Call \$4.00  
C-3 Perfect Mallard Call \$4.00

P-17 Regular Squirrel Call \$2.50  
W-12 Pintail Widgeon Call \$2.50  
K-11 Big Water Duck Call \$3.50  
B-4 Adj. Game Bird Call \$4.00  
F-6 Two-Tone Turkey Call \$2.50

Every half-dozen OLT Calls come individually boxed in an attractive display package!

**PLUS**

**THESE POPULAR OLT'S**

**EXTRAS!**

**6 INSTRUCTION  
RECORDS ON**



The Duck, Goose, Fox-Coyote, Crow and Squirrel Calling at \$2.00 to \$2.50 per Record.

**INSTRUCTION RECORD ALBUM NO. 3-A INCLUDES:**

C-102 . . . Crow, F106 . . . Fox-Coyote, S106 . . . Squirrel. List price \$6.00, packaged 1/2 doz. Also OLT'S H-10 Hunting Handbook \$3.00  
Stock Up Today on Popular OLT'S Calls! Nationally Distributed Through Jobbers!

**PHILIP S. OLT Co.**

**OLT'S**

Dept. S-4

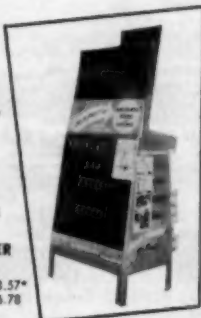
Pekin, Illinois



**DO-IT-YOURSELF**  
Perforated  
Board  
Fixtures  
*Sell*  
themselves

when  
you  
display  
them

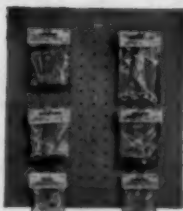
**IN**  
TURNBUCKLES  
FLOOR  
MERCHANDISER  
Unit K-1:  
Your Cost — \$73.57\*  
Your Profit — \$36.78



**IN**  
TURNBUCKLES  
COUNTER  
MERCHANDISER  
Unit K-2:  
Your Cost — \$23.82\*  
Your Profit — \$13.89



**OR**  
PACKAGED  
IN  
SELF-SERVICE  
BAGS



A complete line of over 85  
fixtures also available from  
open stock.

\* Prices slightly higher west of Rockies.

ORDER FROM YOUR WHOLESALE

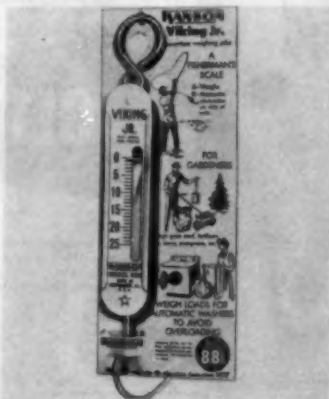
**Turnbuckles**  
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA  
FACTORY: GRAND BEACH, MICHIGAN

"One good turn (buckle) deserves another"

## Carded Scale

The new carded #890 Viking Jr., announced by Hanson Scale Co., Northbrook, Ill., is mounted on an illustrated 2 3/4 x 7-inch card which has a hole in it to provide for hanging displays.



The Viking Jr. has a capacity of 25 pounds. Other features include a fine calibrated spring, an independent channel construction, and aluminum dial. A new fishing feature is a "Repeat-Rule" in actual inches stamped on the side of the scale.

Card is pre-priced at 88 cents; packing is 12 to a shipping carton. For more information—

Circle No. 216 on coupon, pg. 118

## Sinker Assortment

The "Big Buy" sinker assortment is introduced by the Ideal Fishing Float Co., Inc., Richmond, Va. Packed in individual hinged-top plastic boxes, each unit contains 18 sinkers featuring popular sizes of split-shot, pinch-on and bass casting.



Packed 12 units to a colorful folding display carton, the complete deal weighs 2 1/2 pounds. For more information—

Circle No. 217 on coupon, pg. 118

**W. R. C. Smith Publishing Co.**  
Department SH-56  
806 Peachtree St., N. E.  
Atlanta 8, Georgia

☐ New

☐ Renewal

Please enter my subscription to **SOUTHERN HARDWARE** for 3 years.

Name \_\_\_\_\_

P. O. Box or \_\_\_\_\_

Street and No. \_\_\_\_\_

City \_\_\_\_\_

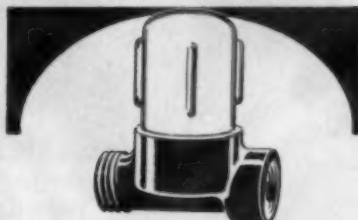
State \_\_\_\_\_

Firm \_\_\_\_\_

Position \_\_\_\_\_

☐ Enclosed find \$2.00

☐ Send bill for \$2.00



## WATERFEEDER

Model 954. Applicator for cartridge type fertilizers. Attaches easily to faucet or hose. Use any watering device. Fertilize while you water. \$1.99.

## WATERSPIKE

Amazing model 553 — 2 way watering device. Waters overhead or flip valve for sub-surface irrigation directly to roots. \$4.90 ea.

## SQUARESPRAY

Famous model 433. It gets the corners. Hookup in tandem or use to fertilize while you water. \$2.95.

## WATERFEED

Water soluble cartridge type fertilizer. 2 formulas, 13-5-5 and 15-40-10. No lawn burn. Box of 20 cartridges \$1.00.



**Proen**

**PROEN PRODUCTS CO.**

9th & GRAYSON • BERKELEY 10 • CALIFORNIA

... more  
eye appeal!



# BILRITE VINYL PLASTIC GARDEN HOSE and SPRINKLERS

... by one of the world's largest producers of vinyl and rubber products.

Bilrite Hose and Sprinklers *help sell themselves*. Brilliant colors . . . hand-somely finished solid brass fittings . . . merchandising . . . packaging . . . point-of-sale information — everything has been designed to give the Bilrite line more buy appeal to sell more for you.

## BILRITE 10-STAR

- Lighter and more flexible, yet more durable
- Won't rot, crack, chip or peel
- Heavy reattachable nickel-plated Rod Brass fittings
- 25-foot and 50-foot



Also available: BILRITE 8-STAR and 5-STAR hose. Guaranteed 8 and 5 years, respectively.



## TRIPLE-TUBE SPRINKLER-SOAKER

- Lies flat, won't roll over
- Nickel-plated solid brass fittings both ends
- Widely distributed spray . . . reversible for use as soaker
- 25-foot and 50-foot

AMERICAN BILRITE RUBBER COMPANY  
CHELSEA 50, MASSACHUSETTS

triple tested

**Tip-Top**

# 25¢ ADHESIVES

give you more sales in less space  
—and top profit per sale!

Only Tip-Top Household Cement and Liquid Solder are triple tested: scientifically tested by U. S. Testing Laboratories, performance-tested by Tip-Top Quality Control Laboratory, result-tested by millions of consumers!

**Tip-Top**

## HOUSEHOLD CEMENT

is quick-drying, waterproof, flexible and transparent. Assures permanent bond to glass, china, fabrics, plastic, wood, leather — "mends a million things"

### No. 1201—Two-sided "Demonstrator" Tent Display

Stocks, shows and sells 12 tubes — 6 on each side. Actual sample materials sealed on top. Lists uses. Free with every dozen. Only 11" high by 12" wide.

### No. 1202—"Self-Service" Counter Display Carton

Creates profitable impulse-sales. Contains 12 tubes, each individually packaged in attractive, colorful box. Only 9" high by 7" wide.



**Tip-Top**

## LIQUID SOLDER

is ready to use — no heat necessary. It's waterproof, gasoline-proof and quick-drying. Assures speedy, permanent bond to metals, wood, glass, tile, almost everything.

### No. 1200—Two-sided Merchandiser Tent Display

Displayed the same as No. 1201.

Write for samples and price list today.



TIP-TOP PRODUCTS COMPANY, OMAHA 2, NEBRASKA

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### HORSE COLLAR PADS

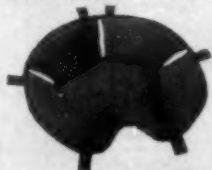


For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### TRACTOR SEAT CUSHIONS



For every tractor and farm  
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.  
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881

## STICK WITH THE LINOLEUM PASTE THAT MEANS EXTRA PROFITS

### TIGER-GRIP LINOLEUM PASTE

More spread per  
gallon (20 yards or  
more) ... smoother  
body ... easy to  
spread ... no dis-  
agreeable odor ... no presetting neces-  
sary ... never gummy or tacky.



**LINOLEUM TROWEL**  
Spring steel, correctly  
serrated for proper  
spreading. Aluminum  
shank, turn-proof han-  
dle. Durable, light-  
weight.

### CONSUMERS

#### WATERPROOF CEMENT

Ideal companion for  
Tiger-Grip. Where damp-  
ness exists - sink tops,  
baths, lavatories, for  
closing seams, etc.

Order from your wholesaler.



**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 8, MO.

## Cook 'N' Kart

Cook 'N' Tools, Inc., Tulsa, Okla.,  
announces the Cook 'N' Kart as a new  
addition to its line. The Cook 'N' Kart  
is portable, and cooks with the same  
heavy cast iron kettle and lid as other  
items in the line.



The kettle is 19 inches in diameter  
and 12 inches deep; it weighs 85  
pounds with the lid. The "Kart" is  
made of steel and is mounted on ball-  
bearing wheels. An electric rotisserie  
and other Cook 'N' Tools accessories  
may be used with the Cook 'N' Kart.  
It retails for \$59.95. For more infor-  
mation—

Circle No. 218 on coupon, pg. 118

## Aluminum Insulation

Reynolds Do-It-Yourself Aluminum  
Insulation, announced by Reynolds  
Metals Co., 2500 S. Third St., Louis-  
ville, Ky., consists of heavy aluminum  
foil bonded to both sides of tough  
kraft paper.

The reflective insulation comes in  
rolls 36 inches wide; each roll covers  
an area of 250 square feet. It may be  
installed with a staple gun or with  
hammer and tacks. It is estimated  
that the attic in an average five-room  
home can be insulated with the ma-  
terial for about \$50.

The roll-type insulation is compact



With 2x4s and  
**THESE BRACKETS**  
you can make a  
**SAWHORSE in a  
Jiffy**



No Nails  
No Screws  
No Bolts  
All-Welded  
Construction

Set up or knocked down  
instantly. Each set of 2 packed  
in a colorful display box. 12  
sets to a carton. Nationally  
advertised; dealer helps  
free. Order from your  
wholesaler, or direct  
if he cannot  
supply you.

GRAND HAVEN  
STAMPED PRODUCTS CO.  
Grand Haven, Mich.



## PATIO GARDEN BELLS



\* 6-inch Solid Brass  
\* Pony Shoe Bracket  
\* Beautifully Polished  
\* Display Packaged

BIG SPRING SALES  
BIG SUMMER SALES  
YEAR 'ROUND GIFT SALES

There is something irresistible about a  
BIG polished brass bell! And this Bell  
is a beauty that folks just won't be able  
to leave behind.

Bells are individually packed, fully  
assembled with bracket attached in at-  
tractive display cartons. Show it and  
you'll SELL it!

**BEVIN BROS.**  
MANUFACTURING COMPANY

East Hampton, Connecticut

Sales Representatives:

John H. Graham & Co. Inc.  
105 Duane St., New York 6, N. Y.



## Have a Bushel of Fun... in the FLORIDA SUN!

Where Mrs. America  
and Her Family Vacation!

Enjoy your own one, two or  
three bedroom ground floor villa.  
Completely furnished for vaca-  
tion living.

**VILLAS \$59<sup>50</sup>** per week  
family of four

650 VILLAS  
BY-THE-SEA  
Country Club  
18-hole course  
Pool—Tennis  
Nursery  
Playground



# WRIGHT

## FLAT WIRE SELVAGE

WRIGHTWELD HARDWARE CLOTH is a major advance. Hard drawn wire in place of the customary annealed wire gives added strength, rigidity and uniformity of meshes. By the Wright weaving process the flat wire selvages are tightly welded to each filler wire, resulting in even, accurate width. Heavily galvanized after weaving.

**G. F. WRIGHT STEEL & WIRE CO.**

WORCESTER, MASSACHUSETTS  
E. L. Hornbrook Co. Lawrence J. Baldwin & Son  
Box 176, Avondale Estates, Ga. 306 Carondelet Bldg.  
New Orleans 12, La.

SOUTHERN HARDWARE for APRIL, 1956

## CONSTRUCTION FEATURES MEAN SALES ADVANTAGES

Again, B&C leads the way to greater dealer "C" Clamp sales and profits by combining high quality and low price with New DUCTILE IRON®. Here's a clamp you can't beat for Price, Turnover and Repeat Sales!

### FEATURES

- ✓ Screws are fitted with rocking pads for secure clamping to irregular surfaces.
- ✓ Sliding vise type handles assure maximum pressure without use of other tools.

## B&C CARRIAGE CLAMPS—

A deep throat clamp for deeper reach  
Made of Ductile Iron



### SPECIFICATIONS

#### REGULAR DUTY

No.	Capacity	Throat Depth	Screw Diameter
141†	1"	1 1/8"	1/8"
142†	2"	1 1/16"	5/16"
142 1/2	2 1/2"	2 1/2"	3/8"
143†	3"	2 1/2"	7/16"
144	4"	3"	1/2"
145	5"	3 1/2"	5/8"
146	6"	3 1/2"	3/4"
148	8"	4"	7/8"

† Malleable Iron

Screws on 141-144 are standard V thread; 145-148 have standard Acme threads.

#### HEAVY DUTY

No.	Capacity	Throat Depth	Screw Diameter
241	1"	1 1/8"	5/16"
242	2"	1 7/16"	3/8"

## B&C EXTRA DEEP CLAMPS—

Ideally suited for those jobs where even deeper reach is required. Made of Ductile Iron.

### SPECIFICATIONS

No.	Capacity	Throat Depth	Screw Diameter
264	4"	5"	5/8"
265	5"	5"	3/4"
266	6"	5"	7/8"

\* **DUCTILE IRON** is the new high strength material recently developed by International Nickel Co. B&C Ductile Iron Clamps have the following physical properties:

Tensile strength ..... 60,000 psi  
Yield strength ..... 45,000 psi  
(Except Nos. 141, 142 and 143 which are of Malleable Iron)

See Your Jobber or Write for Complete Information



**THE BRINK & COTTON MFG. CO.**  
43 Poland Street • Bridgeport 5, Conn.

Mfgs. of Clamps, Vises, Hand Tools—for Production, Maintenance and Service—Since 1925.

## CLASSIFIED

**HARDWARE & FARM SUPPLIES.** No. E. North Carolina. Gd. Profits. Top franchises. Excellent reputation. Other interests force sale. Priced right. Dept. #7269.

**WHOLESALE HARDWARE COMPANY.** Virginia in one of the state's fastest-growing cities. 52% of stock offered. Many top lines carried. Owner's salary last yr.: \$28,800 plus lg. net profit. Outstanding reputation. 1300 lg. steady accts. Unlimited potential. Owner retiring, selling his share, for very reasonable price. LIBERAL TERMS. Dept. #7272.

**RETAIL HARDWARE.** Cen. Fla. Netted \$32,722! Top franchises. Establ. 1917. Excellent reputation. Ideal downtown location. Other interests force sale. Priced low. Dept. #7285.

**RETAIL PAINT OUTLETS.** 16 stores throughout the Southern & Eastern states. Exclusive local franchises. Net profits range from \$5,400 to \$20,850 last yr. 1 or more stores may be purchased. All reasonably priced. Dept. #7316.

**FREE BULLETINS ON ABOVE BUSINESSES**

**CHAS. FORD & ASSOC.**

87 Walton St., Atlanta, Ga.

### SALESMAN WANTED

Experienced man with knowledge of hardware wholesalers, chains, promotion outlets. New York State manufacturer of a nationally known brand product. To locate preferably in Atlanta or vicinity. Territory to include Southeastern States. Salary plus incentive. Give complete details in first letter including age and salary requirements. Address: Box 690, care of Southern Hardware, 806 Peachtree St., N. E., Atlanta 8, Ga.

and easily stocked by the retailer, the manufacturers point out. Store display material, instruction brochures, imprinted samples and ad mats are being supplied by the company. For more information—

Circle No. 219 on coupon, pg. 118



### Decorator Hardware

A new line of Decorator Cabinet Hardware, introduced by National Lock Co., Rockford, Ill., as Assortment No. 40, consists of one dozen or one dozen pair each of 10 select items including pulls, knobs, backplates and hinges.

Modern concave and taper designs are utilized throughout the new line, and items are finished in dead black

### FOR SALE

A fine old line Hardware Store showing good profit, located in one of the best South Central Georgia towns on Main St. Town has five payrolls, churches, schools and homes—population: 15,000. Volume: \$52,000-\$55,000. Low rent and overhead, solid lease, good fixtures and equipment, clean, diversified stock. \$17,000-\$19,000 to handle. Write Box 691-A-8, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 8, Georgia.

### REPRESENTATIVE WANTED

Aggressive established salesman now calling on retail and wholesale hardware stores, plumbing supply stores, lumber yards, department stores, etc., to carry SEPTI-KIT, proven full-strength enzyme septic tank cleaner and conditioner. Good repeat business. Liberal commission. Write now for territories open: WESTFIELD INDUSTRIES, INC., P. O. Box 156, Westfield, N. J.

and brass combinations. The items are said to be easy to install. Each hardware piece is individually "Select-a-Pak'd" to stimulate impulse sales.

A new display board, complete with hardware, is offered free with each assortment, and may be used on counter or in display window. A catalog page is available giving full information on the assortment and new free display board. For more information—

Circle No. 220 on coupon, pg. 118

### Belknap Distributes Consumer Circular

A CONSUMER circular, "Spring Shower of Values," is being distributed by Belknap Hardware and Manufacturing Co., 111 East Main St., Louisville 2, Ky.



The circular is printed by roto-gravure process on heavy enamel paper and circulation is expected to approach two million. Dealers can buy 90 percent of the items at prices up to 20 percent less than the regular prices, according to the company.

Also available is an interior decorative kit including price tags, overwire hangers, jumbo window posters and valances. The fluorescent inks used in the decorative kit tie in colorwise with the soft green and bright yellow circular colors.

**TRU BLU**  
**TOOLS BY WOOD**



THE WOOD SHOVEL & TOOL CO., PIQUA, OHIO

*Decorate with*

# DECORITE

## Aluminum Molding

*for every purpose*

**WRITE TODAY FOR FREE CATALOG**

Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

**30 YEARS OF  
CUSTOMER SATISFACTION  
AND DEALER PROFIT**

## ADAMS

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders. Advertised throughout the South and Southwest.

Also, it will pay you to handle

**KAYO, TIP-TOP and ADAMS**

Steel hand tools, cold chisels, punches, etc.



**C. F. ADAMS, Inc.**

420 South Lake St.  
Fort Worth, Texas

contractor  
or "do it  
yourself"...

*the right  
"combination"  
for sure  
sales*



## Combination Caulking Cartridges

**Fits Every Type of Caulking Gun**  
Hole-in-top for metal nozzle guns,  
or insert the plastic nozzle  
supplied for drop-in guns.

**Cartridge Will Not Break or Dent**  
Calbar Cartridge is resilient...  
will not break, dent or burst.  
Eliminates costly spoilage.

**Filled With Nation's Quality Caulk**  
More than 35 years have gone into  
the perfection of super-elastic  
Calbar Caulk. ALL colors!



Spouted Cartridges, Bulk  
Containers & Guns also  
available. Ask your jobber.

**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products

2612-26 N. Martha St. • Philadelphia 25, Pa.  
Over 35 Years as the Nation's Leading Caulk Line

# Carolina

TOP QUALITY

## Cork Fishing Floats

FOR

## All Fresh Water Fishing

NON-RESISTANT  
TANGLE-PROOF



6  
Sizes

**Precision made from select cork**



Ask your Sporting Goods Jobber for this fast  
selling line of floats



# MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA







**Hanson**

## Self-Seller Drill Cabinet

Hanson self-seller Display Cabinet No. 157 displays high speed jobbers length drills, not the cabinet. The answer to every drill merchandising problem. Crystal clear cover highlights the drills against pastel green background.

- From any angle - Displays drills best
- Pillar proof crystal clear cover
- Controlled inventory storage rack
- Supporting holes serve as drill gauge
- Size and price legibly marked for every size
- Quantities varied according to demand

From your jobber or

**HENRY L. HANSON CO., Worcester, Mass.**



LOOK TO...  
**PROFITS**  
WITH **GEYER**

### ROTARY EDGER and TRIMMER

Newest in the market, Geyer's Rotary Edger and Trimmer has the features to make it a best seller...

- SURE GRIP TIRE TREAD
- SELF-SHARPENING BLADE
- EXCLUSIVE SPRING TENSION
- MULTIPLE USES
- GUARANTEED DURABILITY
- COLORFUL FINISH



Model GE5  
\$3.95 retail



Model GE10  
\$4.95 retail



Model GE20  
\$5.85 retail

• National advertising and selling aids are offered to assure you of extra profits with Geyer tools.

**GEYER MANUFACTURING COMPANY**

Write today for details

ROCK FALLS  
ILLINOIS

## Strataflo CHECK VALVES



Patented, flexible Monel Metal Poppet can't leak... can't stick. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes.

Write today for Bulletin 204.

Order from  
your Jobber

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE 1, INDIANA

Designed for "Particular" fishermen!

## UMCO *Bonus quality* TACKLE AND SPIN BOXES!



### MODEL 41 SPIN BOX

A new aluminum spin box with 3 full-length cantilevered trays and 60 spin lure compartments. Large deep storage area for reels, tackle and gear. \$12.95

### MODEL 40 SPIN BOX (not shown)

Like Model 41, but with off-center trays, 45 lure compartments. \$10.95



### Model 400 TACKLE BOX

Aluminum case with 2 off-center cantilevered trays, 14 lure compartments. Separate reel compartment, extra reel clip inside cover. \$9.95

MODEL 401 TACKLE BOX (not shown)  
Same as Model 400, but with 2 full-length trays, 18 lure compartments. \$10.95

For fresh or salt-water fishing, for spinning or bait-casting, there's an UMCO Tackle or Spin Box for any fisherman's particular needs. UMCO offers 22 Aluminum and Royalite models to choose from—each with exclusive Bonus-Quality features; leather-grain embossed cases; Lure-Gard tray liners; extra reel and spool clips; separate reel compartments; off-center or full length cantilevered trays.

For more sales, sell UMCO in 1956—America's most complete line of tackle boxes.

See your jobber or write today for information.

**UMCO corporation**

1717 FOURTH AVENUE SOUTH  
MINNEAPOLIS, MINN.

# Southern Farm Equipment

APRIL  
1956

Service Sparks  
These Extra Sales  
Pg. 170

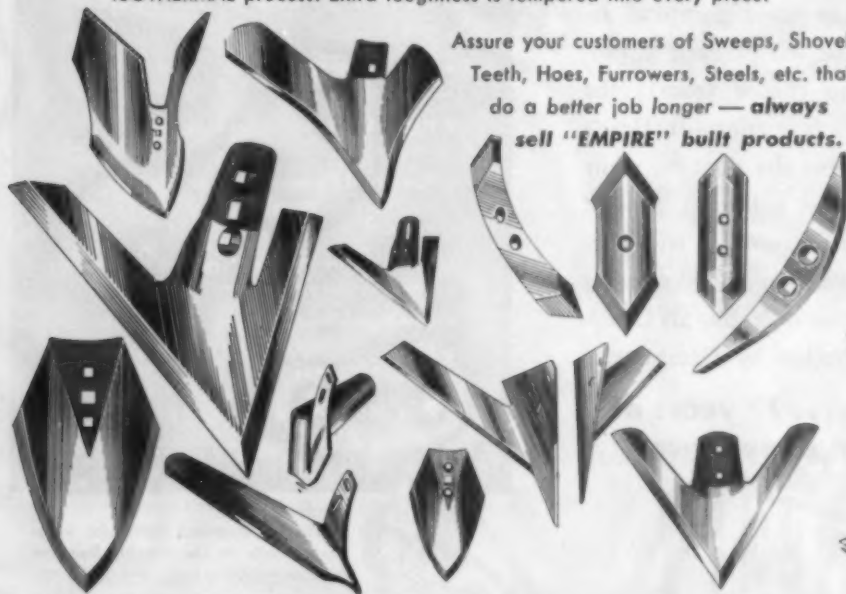
Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.

## HARD but SPRINGY "EMPIRE" BUILT TILLAGE TOOLS

Resist Shocks and Jolts Acres Longer . . .

"Empire" built Tillage Tools work better, last longer and outperform ordinary brands because they are made of special analysis, super tough high carbon steel HEAT TREATED by our exclusive ISOTHERMAL process. Extra toughness is tempered into every piece.

Assure your customers of Sweeps, Shovels, Teeth, Hoes, Furrowers, Steels, etc. that do a better job longer — **always** sell "EMPIRE" built products.



It Pays To  
Sell the Line  
With Ready  
Trade Acceptance

Heat Treated

FOR TENSILE STRENGTH

Tempered

FOR RESILIENCE

THE EMPIRE PLOW COMPANY

Specialists in Tillage Tools Since 1840

CLEVELAND 27, OHIO

1840

1956



MAY . . .  
is National  
Water Systems Month!

# **DEMPSTER**

## **Prime-o-jet**

**the SELF-PRIMING,  
low-cost Shallow Well  
WATER SYSTEM**

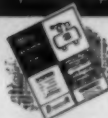
There's a big market and a good profit in selling the new Dempster Prime-o-jet! Compare its exclusive features with any other pump of its type or price...note the self-priming advantage...many models to choose from...the high capacity and full 25 ft. suction lift. Here's a water system that opens the door to many sales where price has been a factor...yet of such high quality that you can sell it with confidence. Remember—Prime-o-jet, like every Dempster water systems, is backed by Dempster!

**At Your Service . . . 77 years of  
water system experience**

**DEMPSTER**  
WATER SUPPLY EQUIPMENT

**Only Dempster Prime-o-jet  
offers all these features  
in a low-priced water system:**

- **Self-Priming**—(After case initially filled)
- **Maximum Lift**—Guaranteed suction to 25 ft. depth.
- **High Capacity**—Delivers up to 1020 gals. per hour.
- **Nationally-known Motor**—Designed specially for horizontal jet-type pumps; ventilated.
- **Renewable Rotary Seal**—for easy service and sustained performance.
- **Corrosion-Proof** ejector and nozzle.
- **Insert-Type Venturi**—No threads, no wrenches needed.
- **One Moving Part**—For minimum wear.
- **Heavy Brass wearing ring**, corrosion-proof impeller shaft.



Write for illustrated Prime-o-jet folder and details on the valuable Dempster Dealer Franchise.

**DEMPSTER MILL MFG. CO.**

Factory and Home Office: Beatrice, Nebraska

Branches and Warehouses: Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.; Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.; San Antonio, Tex.



► **Cotton**

The government has announced an aggressive sales program aimed at regaining a larger share of the world cotton market for the American farmer. Secretary Benson has announced that beginning August 1 the government will offer its surplus cotton abroad at cut-rate prices. These stocks now total about 12 million bales and represent a government investment of more than \$2 billion.

► **Prices Paid**

Prices paid by farmers for production goods declined in mid-February, because of lower prices for seed. Higher average prices for machinery, farm supplies and building materials offset part of the decline.

► **Farm Income**

Farmers received 29.4 billion dollars from marketings in 1955, down 3% from 1954 because of lower average prices. Net income is estimated at 10.8 billion for the period, a slide of 9%. Cash receipts in January totaled 2.3 billion, a decline of 7% from a year ago.

► **Less Farms**

The number of farms in the United States was probably about 2% smaller in 1955 than in 1954. Since farmers' realized net income was down 9%, realized net income per farm dropped 7% to \$2,154 in '55.

► **Commodity Highlights**

Prices of hogs moved up sharply in late January, largely in response to smaller receipts, but by mid-February, some of the gain had been lost. Seasonally increasing supplies of 1955 fall pigs will limit further price increases in coming months. Meanwhile, production of milk in January was a record high for the month and promises to set a new record for the year as a whole. Egg prices declined in January, while soybean prices are well above support.

► **Southeast Leads**

Though farm cash receipts declined 3% for the nation as a whole, six southeastern states, Missouri, Mississippi, Alabama, Florida, Georgia and South Carolina, reported increases for 1955.

► **Machinery Shipments**

Value of farm machines, equipment, and tractors shipped by manufacturers during 1955 was 25 percent above the previous year. However, some decline in demand during the year's first quarter has resulted in a cut-back in production schedules.



Company salesman, R. M. Bellamy, right, arranges for loan of a demonstrator tractor for this farmer who needs equipment while his own tractor is being repaired. Zellner Harris, below, specializes in making hard-to-get parts. This service brings company much additional business



## Service Sparks

## *those extra sales*

SIX YEARS ago Jim Brown's Garage was hardly more than a two-room shack with little to indicate that the meager facilities housed a budding farm equipment business. The chief function, in fact, seemed to be automotive service. But in these limited quarters the accent was on dependable repair work and extra services to customers.

The results of these business policies are today forcefully apparent. The two-room shack has expanded into a sizable operation with a big spacious shop with modern equipment, a parts section with \$50,000 worth of parts, an efficient office, a large inventory of new tractors and equipment, and a large backlog of repair work for the company's four mechanics.

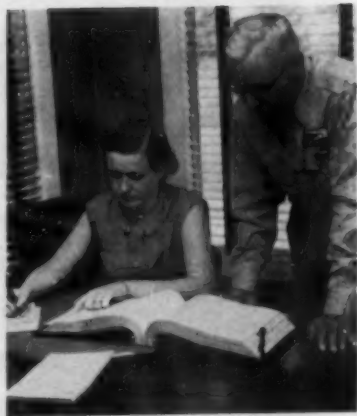
Jim Brown's garage of six years ago had, like Topsy, just grown. The big outside sign now reads "Jim Brown's Farm Service." It had not only grown in this location, but another shop has been established in Hopkinsville, Ky., 22 miles away. The Hopkinsville plant has its own service and sales personnel.

As previously noted, Jim Brown's business was a service shop before it became a dealership. Having served many years as a mechanic for the state highway department Jim was more service-

minded than sales-minded. From the day it started until now, the shop has been the tail that wagged the implement dog. With him the shop has never been the "necessary evil" that many dealers call it—something you just have to have in order to create sales and influence customers.

The shop with Jim has been practically the whole cheese, and sales have not suffered. He is now selling 65 to 70 new tractors a year, about the same number of used tractors, plus a proportionate number of implements. What's more, he says he is making a profit on nearly all his trade-ins.

"I started this business as a garage back in the late 30's," Brown said "With my mechanical experience in the highway department I started out selling nothing but service. I thought that was all I knew. While my early shop work was devoted almost entirely to cars, I began buying used tractors from different farmers. I took each one as purchased and gave it a thorough reconditioning, a coat of paint that made it look like new,



Jim Brown keeps close record of all cost of reconditioning a trade-in. Here he checks costs with Mrs. Lois Bailey to determine proper resale price

and sold it at a profit. Back in those days and during the war it was easier to make a profit on a used machine than now. But, even at that, I still manage to wring a net gain out of nearly every  
(Continued on page 183)

A report to you about men and machines that help maintain International Harvester leadership

# UTILITY UNLIMITED

means **SALES OPPORTUNITY UNLIMITED** for IH dealers



## Now! POWER STEERING gives the New International® 300 Utility still greater all-job leadership!

Both on the farm and off the farm, the new International 300 Utility is pacing its field in ability to step up output and cut downtime—with its basic advantage of greater built-in weight for unmatched traction and stamina. Additional features such as TA, completely independent pto, Fast-Hitch and Hydra-Touch add still more to job adaptability.

**Now, Integral power steering—another field-leading option!** The result: a still wider circle of prospects for IH dealers, to step up sales volume in 1956!



A tractor for **EVERY** prospect! With the versatile new 300 Utility added to the complete line of Farmall, Standard Wheel and Crawler tractors—more than ever the IH franchise means *sales opportunity unlimited* to IH dealers.

## INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler and Utility Tractors and Power Units—General Office, Chicago 1, Illinois.



With IH power steering, the operator can maneuver the 300 Utility single-handed, keeping the other hand free to control equipment *on the go!*



**Utility unlimited!** Both McCormick® and special duty equipment—Fast-Hitch or mounted—are available.



# They Sell More when the rain comes down

By Theron Garvin

**R**AINY DAYS are good sales days for the Nome Implement and Supply Co. located in the Texas city of the same name. When weather limits outdoor activity it is not unusual for as many as 25 or 30 farmers and ranchers to gather at the company and spend several hours in informal conversation. The company has encouraged such gatherings and has made its facilities a sort of rainy day headquarters by setting up a regular lounge for the use of its visitors.

Naturally, visiting farmers are exposed to the lines of equipment carried by the company, and, just as naturally, they are impressed with the company's hospitality. In winning the good will of these

visitors, business has increased substantially.

"We used to employ two outside salesmen who covered this entire territory visiting farmers and ranchers," explained James Briggs, co-owner of the company. "We found we were spending too much money for the number of sales these salesmen were making. So, we eliminated the outside salesmen and started a plan of encouraging the business to come to us. As a result, our sales have almost doubled and our cost has been reduced considerably."

The first step these dealers took to encourage farmers and ranchers to visit them on a rainy day was to purchase six straight and four easy



Briggs, right, explains features of a new baler to customer, who, on a rainy day, dropped in to browse and visit with friends. Warehouse has space for large inventory of equipment

chairs and arrange them into a regular lounge in the salesroom. The chairs are so arranged that half of them face the others. This makes it possible for as many as 15 men to sit and talk and everyone be able to hear.

"To get the men to visit the store on rainy days we used to offer a prize for the one telling the tallest rainy day tale," Briggs said. "We offered prizes of hunting knives, shells, fishing plugs and a special prize of a reel. The reel was given to the one who could tell the tallest tale for three consecutive weeks."

"At first, we had an average of five or six to visit the store on a rainy day. Then gradually the word spread until it was difficult to find room for all of them in the lounge. After a few months of the contest, most of the tall tales were told, so we discontinued the contest and found that the men still came to talk with their neighbors and friends."

At least once each month the store passes out small items to the farmers and ranchers as a token of appreciation for visiting them. These are usually book matches, pencils, and small note books.

"It's surprising how much these men appreciate a small gift," Briggs said. "We make them feel at home by joining the conversation and swapping jokes. We make it a point not to try to sell them anything, but let them do their own selling."

(Continued on page 194)



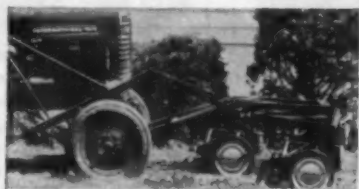
Two customers use company's lounge area to talk over mutual problems. The lounge will accommodate 15 persons. On rainy days it often is full

# There's A SUNFLOWER MOWER for Every Cutting Job and Tractor

FARMALL . . . FERGUSON . . . ALLIS-CHALMERS . . . JOHN DEERE . . . MASSEY-HARRIS . . . FORD . . . OLIVER . . . and others



**KUB-KLIPPER** Patented 46" Rotary Mower—on FARMALL CUB. Cuts 46" swath. Also made for LO-BOY, "100", MH Pony and Pacer and AC "G".



**PATENTED 3 GANG FRONT MOUNTED MOWER** for CUB, LO-BOY and MH Pony. Center and rear mounted units for Cub, Lo-Boy, AC "G" and MH Pacer, and all 3 point hitch tractors.



**SUN-MASTR FH 260 60" ROTARY MOWER** for FARMALL FAST HITCH. Other models for all Farmall tractors.



**Model WD 260 60" Mounted Rotary Mower** for ALLIS-CHALMERS WD 43 and CA. Trailer units for all models.



**KUB-KLIPPER Model KS** patented 46" Rotary Mower for ALLIS-CHALMERS "G".



**60" SUN-MASTR model HW 100 Rotary** for FERGUSON. Also other models for all 3 point hitch tractors.



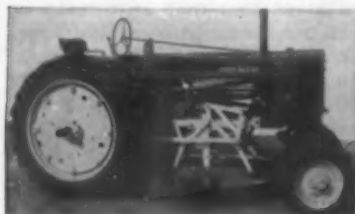
**60" Model M260 ROTARY MOWER** for OLIVER SUPER 55. Other models for all Oliver tractors.



**SUN-MASTR ROTARY MOWER Model HD 260** on ALLIS-CHALMERS. Has Universal Draw Bar Hitch for all tractors.



**Model T 290 90" SUN-MASTR trailer mower** with Universal Draw Bar Hitch for all tractors. Belt driven multiple blades.



**Model JD C60. Center mounted** on JOHN DEERE. Belt driven. Also 3 point hitch and trailer units for JOHN DEERE tractors.



**Model M510—HEAVY DUTY 10 FOOT GANG LAWN MOWER** for 3 point hitch and Fast hitch tractors. Also as trailer unit.

## STURDY CONSTRUCTION LOW COST

### Important Exclusive Features

**SUNFLOWER GANG MOWERS** and **KUB-KLIPPERS** are patented. They are especially well built and incorporate important exclusive features.

**SUN-MASTR ROTARY MOWERS** are EXTRA rugged, with heavy duty Gear Box, spring steel gyrax action blades and exclusive design slip clutch in drive shaft on all 60" models. All PTO driven except Model T 290. Get ALL the facts. Write for new illustrated folders.

WRITE • WIRE • PHONE FOR ILLUSTRATED CATALOG AND LIBERAL DEALER DISCOUNT ON TODAY'S MOST ADVANCED MOWERS — SHREDDERS — CUTTERS

# SUNFLOWER INDUSTRIES, INC.

125 S. KANSAS AVE.,  
OLATHE, KANSAS

# Added profits from *Power Saws*

**Sales of power saws, plus revenue from parts and service add \$20,000 annually to this company's volume**

**A**S A MEANS of maintaining business at a reasonable level throughout the year there is no substitute for a number of profitable side lines, according to Harold Largent, owner of Largent's Truck and Implement Center in Berkley Springs, West Virginia.

Sales of new and used power saws, for example, plus revenue from parts and service add \$20,000 to this company's annual volume.

In Largent's view power saws are a sideline that any dealer—even one with little capital—can take on with reasonable success. He pointed out the need which virtually all farmers have for clearing land, no matter where the location, and the usefulness of a power saw in the absence of available hired labor.

Three company salesmen beat the bushes from farm to farm, within a 25-mile radius, making four to five calls each a day promoting a one-man power saw. Telephone calls are made first to

determine whether the prospect is likely to be in and receptive to a power saw demonstration. Each salesman carries saws for demonstration, having tested them for several minutes in the timber pile in the backyard of Largent's before setting out.

"Farmers in this area have a certain amount of timber. Some

A service man demonstrates a power saw as Harold Largent, company owner, points out to customer features of the unit



cut it and sell it for income, some keep it for their own use. There are also commercial users who have need for power saws," said Largent, indicating a labor-saving, time-saving power saw took the  
(Continued on page 198)



Service raises no problems, factory provides adequate training for company mechanic such as the employee shown at work above. A Largent power saw, left, was used in felling a 200-year-old tree. The event was witnessed by a sizeable crowd of townspeople who saw at first hand the efficiency of the company's saw







**Put this Kaiser Aluminum Roofing promotion  
to work for you!**

**T**ODAY, farmers all over the country are "raising the roof" with Kaiser Aluminum Roofing—resulting in hefty profits for dealers.

One big reason, of course, is the fact that Kaiser Aluminum Farm Roofing is *better* roofing—light, strong, easy-to-handle, rot-proof and forever rust-free, never needing paint. That's why it's *easy to sell!*

And to make it *even easier*, we're backing up dealers with one of the hardest-hitting advertising and promotion programs ever put behind a building product. Take a look—and tie in!

**Kaiser Aluminum**  
the quality roofing for better farm buildings

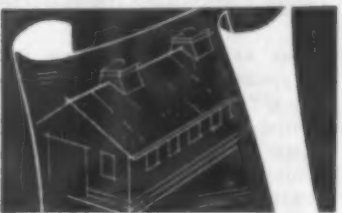
SOUTHERN FARM EQUIPMENT Section for APRIL, 1956



**1. Your own direct mail program—PERSONALIZED!** Series of mailers show you and your store on the cover! Each will go to your selected customers, will include a timely newsletter of special interest to farmers. We pay postage, handle all printing and mailing.



**2. National and local advertising!** Appearing in big consumer and farm magazines like *Farm Journal*, *The Progressive Farmer*, *Successful Farming*. Plus—ads in local newspapers, local radio commercials.



**3. Farm Building Plans!** Eleven plans show your customers how easy it is to build with Kaiser Aluminum Roofing. Most feature low-cost, pole type construction. Each consists of a complete set of working plans.



**4. FREE Display Rack—**Display your farm building plans in this sturdy, wire-frame rack. 19" square x 6 1/2" deep, fits on counter or wall. Stiff divider cards keep your plans in order—permit faster customer selection. Also free—one complete set of plans, retail value \$7.50!



To get more information on how you can make Kaiser Aluminum Roofing the most profitable building material you ever handled—**MAIL THIS COUPON TODAY!**

**KAISER ALUMINUM & CHEMICAL SALES, INC.**  
CONSUMER SERVICE DIVISION, ROOM 6481  
1924 BROADWAY, OAKLAND 12, CALIFORNIA

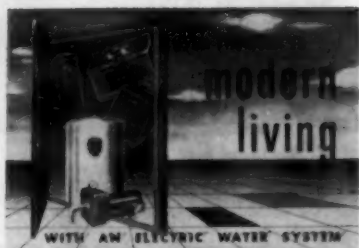
Please send information on Kaiser Aluminum Roofing and Siding, and include details on the advertising program.

NAME

ADDRESS

CITY  STATE

# Dealers can capitalize on the Market for Water Systems



**T**HE SALE of an electric water system can set up a chain reaction in related equipment sales valued at \$3,000 to \$5,000 for the farm, and \$750 or more for the home.

This measures the importance to profit-minded pump dealers of making a strong merchandising tie-in with the eighth National Water Systems Month in May, according to John Hosford, executive secretary, The National Association, Domestic and Farm Pump Manufacturers.

The stage has been set by water systems manufacturers and cooperating suppliers of electrical power, both privately-owned companies and REA cooperatives, for what is expected to be the most intensive and concentrated selling period in the history of the eight-year-old promotion.

The selling climate is more favorable to water systems in 1956 than ever before, because this is National Home Improvement Year.

Operation Home Improvement and ACTION have turned the national spotlight on the widespread need for modernization.

In areas beyond the water mains, modern living begins with running water under pressure. This is the theme of National Water Systems Month.

Pump manufacturers, power suppliers, and other industries depending on running water for an expanding market in rural areas,

see in Operation Home Improvement an additional factor for stimulating sales.

Included in the potential market of 1,000,000-plus water systems which the pump industry is shooting for this year are some 250,000 farms lacking running water, as well as more than 100,000 non-farm rural homes still without a water system.

These are prospects that the pump industry hopes will be turned into customers through its own promotion, reinforced by Operation Home Improvement's program with the sales building slogan 1956 — "the year to fix."

Some 200,000 new non-farm rural homes will be built this year, each requiring a water system. That is why dealers are well advised to keep abreast of new building in the market area they cover, particularly project building beyond corporate limits where land can still be purchased at a favorable price by large-scale developers.

The balance of the market — a

little over three-quarters of a million water systems — consists of sales to replace obsolete or inadequate equipment; supplementary systems to augment existing equipment; and new commercial installations (motels, highway restaurants, filling stations, small businesses in rural areas, summer camps).

Dealers are urged to make full use of promotional materials for National Water Systems Month, prepared by The National Association, Domestic and Farm Pump Manufacturers.

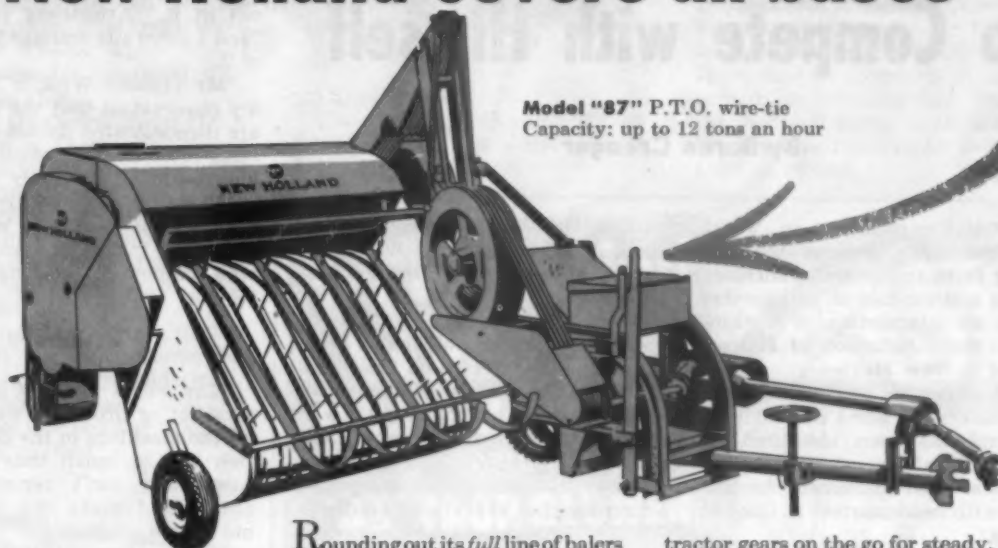
There are an official National Water Systems Month poster, scheduled to be displayed in store windows on or after April 23; a kit, including one-minute spot radio announcements, 15-minute radio interviews, and a newspaper release with a blank for dealer tie-in; and a sales educational booklet on water systems, covering types selection and installation. Posters, booklets, and promotional kits are available through distributors.

(Continued on page 190)



One of the cheapest, easiest ways for farmers to stimulate rapid livestock weight gains is with plenty of running water

With this new P.T.O. wire-tie baler  
**New Holland covers all bases**



**Model "87" P.T.O. wire-tie**  
 Capacity: up to 12 tons an hour

Rounding out its *full* line of balers to fit every requirement, New Holland announces the new Model "87" P.T.O. wire-tie baler.

With a 3-plow tractor the "87" turns out uniform, square bales—from 60 to 125 pounds—tied for keeps with New Holland's exclusive "In-line" twist. Overrunning P.T.O. clutch lets farmer shift

tractor gears on the go for steady, fast baling without live power take-off on his tractor.

If you've got a prospect for a baler—engine-powered or P.T.O., twine-tie or wire-tie—he's a prospect for a New Holland. New Holland Machine Company, a subsidiary of Sperry Rand Corporation, New Holland, Pa.

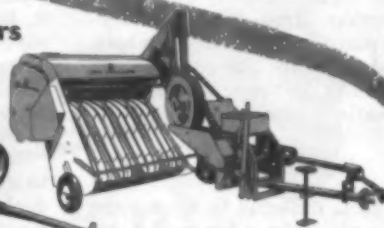
**America's best-selling balers**



**Super "77" engine-powered**  
 twine-tie: up to 12 tons an hour



**Super "66" engine-powered**  
 twine-tie: up to 9 tons an hour



**Super "77" P.T.O. twine-tie:**  
 up to 12 tons an hour



**Model "87" engine-powered**  
 twine-tie: up to 12 tons an hour



**Super "66" P.T.O. twine-tie:**  
 up to 9 tons an hour



**NEW HOLLAND**  
*"First in Grassland Farming"*



# He Finds It Profitable to Compete with Himself

By Baron Creager

**A** UNIQUE situation in which one dealer operates two competing farm equipment franchises, within a stone-toss of one another across an intersection, is working out to the satisfaction of all concerned in New Mexico.

The dealer is E. C. Armstrong, who makes his home in Clovis, N. M., and has been identified for years with affairs of the Tri-State Hardware and Implement Association, with headquarters at Canyon, Texas.

For a number of years Armstrong has operated a Massey-Harris dealership on one corner of an intersection in Clovis, with a branch at Muleshoe, Texas, and has also installed another Massey-Harris dealership in Portales, N. M.

Somewhat recently, too, but only after giving the matter much thought, he bought an Allis-Chalmers dealership, located on another corner directly across the intersection from his Massey-Harris plant. Now he operates both dealerships, with competing sales forces, and says the arrangement is quite satisfactory.

## Advantages

"In fact, it seems to have some advantages, at least for me," Armstrong commented recently, "and as long as I am getting a satisfactory amount of volume for both factories, they don't seem to have any objections. They haven't objected, and I really think they are getting quite a 'kick' out of the situation.

"One advantage, as I see it, lies in the fact that I can assign a salesman from each competing dealership to one prospect. Perhaps this sounds peculiar, but it works. It creates highly vigorous and effective competition. Furthermore, it generally stands to reason that one of my dealerships will make the

sale against all other competition if the prospect has been thoroughly 'worked' by both competing salesmen.

"My theory is, and my experience has borne it out, that a prospect who has seen two lines will buy from one of those lines without going on a shopping tour. If both salesmen have done their jobs, the prospect is usually convinced that one of the competing machines has everything he needs. When the prospect has seen two, that's enough, evidently. Perhaps he does not want to confuse himself with additional facts on other machines. In that way we exclude other competition, to a great extent.

"Another advantage that I find is in the fact that when it comes time to make the sale and close the deal, one of the two competing salesmen is going to be out of the picture and, by that time, he knows it. So the salesman who is losing out on this deal will inform his competitor of the fact and advise him to move in and close. Therefore, one of my dealerships almost always makes the deal.

"It seems to be profitable, too, to get all the salesmen from both dealerships into one general sales meeting. Naturally, there is a lot of ribbing back and forth about the relative performance of competing machines.

"But what such a sales meeting does is put all salesmen on their toes. More so than if salesmen representing the other dealership were not present. That way, competing salesmen get a lot of inside information on the line they are competing with and it is good for salesmen to know competition thoroughly. But, more important, it accents their interest in product knowledge on their own line."

Armstrong says he does not permit either dealership, or salesmen

representing either dealership, to enter machinery of either competing line in so-called "field day demonstrations," or any public demonstrations. He has what he considers a good reason.

"I never go into any kind of demonstration if I can possibly get out of it," Armstrong continued, "and I generally manage to get out of it.

"My reason? Well, it has been my observation that the lines that are demonstrated do not make the sales after such demonstrations. I have watched it closely and have noted that in a competitive demonstration, the man who isn't there generally makes the sale. Those who compete get nothing for their trouble.

## Confused

"The way I figure it is that the prospect or prospects who look at all the machines in the demonstration see so much they get confused and can't remember the points that make one line stand out above another.

"So, to escape all this confusion and to avoid admitting that they didn't get anything concrete out of the demonstration, they look up the man who wasn't there, get his story without any confusing distractions, and buy his machine."

## Papec Machine Appoints New Territory Manager

PAPEC Machine Co., Shortsville, N. Y., recently appointed J. Marvin Cook of Shelbyville, Tenn., as ter-



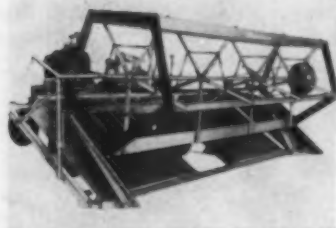
J. Marvin Cook

ritory manager for its northern Alabama and Tennessee territory. Cook will work under the Indianapolis branch office.

## Owatonna Produces New Windrower

A NEW CENTER-delivery self-propelled windrower equipped for dual drive wheels has been announced by the Owatonna Manufacturing Co., Inc., of Owatonna, Minn. Called the Model "D", the new windrower is manufactured with dual wheels which mount 6:70 x 15 tires for improved traction and flotation.

The new Owatonna Model "D" is powered by a 25 HP V-4 engine with an individual planetary drive for each set of dual wheels. Drives can be operated separately or together, in forward, neutral or reverse, to take sharp corners and maneuver close to fence rows. Ground speed can be varied through a full range while cutting speed stays constant. Center-delivery allows opening fields without back-swathing and splitting fields to take ripe sections first, the manufacturers state.

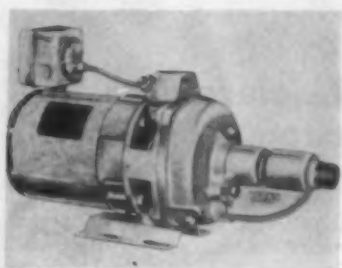


Hydraulic reel and platform control with separate rams for each end of the platform are standard equipment on the Model "D". Special Owatonna design allows header to "float" over ground contours. Herchrome ledger plates and sickle sections and a new shoe-type, detachable cutter bar are advantages of the cutting mechanism. The Model "D" is available in 10-, 12-, 14-, and 16-foot sizes.

## New Burks Centrifugal Pump Is Introduced

DECATUR Pump Co., Decatur, Ill., has produced a new 1/2-h.p. pump (HV-20) for domestic water systems.

Capacities of the new pumps by practical tests, at 20 pounds pressure, are said to range from 1,000 g.p.h. at 5-foot depth to 430 g.p.h. at 25-foot depths in shallow well systems. As deep well pumps, capacities range from 750 g.p.h. at 30 feet to 590 g.p.h. at 50 feet and 240



g.p.h. at 90 feet.

The shallow well pump HV-20-SA, shown, carries a list price of \$109.

The company states that, while this pump has the efficient operation of a single impeller, it works effectively against normal water system pressures and will pump up to 40 pounds shutoff pressure quickly, eliminating any need for lowered pressure switch settings.

Adaptable at the time of installation either for shallow or for deep wells, HV-20 is convertible at any later time if necessary. It can be converted inexpensively from a shallow well pump to efficient use in a deep well system for depths as great as 90 feet.

## Sell 'Em Together! PAPEC "32" FORAGE HARVESTER AND "45" CROP BLOWER



Here's a team that REALLY cuts costs in putting up forage crops. The Papec No. 32 Forage Harvester is priced lower than any 3-attachment harvester on the market. Even the man with a small herd can now enjoy the advantages of owning his own forage harvester. Quick change Direct Cut, Hay Pick-up, and Row-crop Attachments set up the machine to handle any forage crop. The important features that put Papec Forage Harvesters out in front in field trials all over the

country are incorporated in the Papec "32".

The Papec No. 45 Crop Blower is available with either apron table or auger feed. Hopper can be raised and lowered quickly and easily. Wheels are FULLY RETRACTABLE. Highly efficient Power Unloading Attachment available.

For information on the Papec Protected Territory Contract, write Papec Machine Company, Shortsville, N. Y.; 243 W. Merrill St., Indianapolis, Ind.; 2925 Chrysler Road, Kansas City, Kan.; 18 N. Tyler Ave., Hopkins, Minn.

# PAPEC

FORAGE HARVESTERS • ENSILAGE CUTTERS  
CROP BLOWERS • HAMMER MILLS  
HAY CHOPPER-SILO FILLERS • FEED MIXERS

## Farm Equipment Wholesalers Plan Meeting in Chicago, April 10-13

DISCUSSION OF needed adjustments in various fields of manufacturer-wholesaler-retailer relations will be conducted in regional sessions of the Farm Equipment Wholesalers Association's spring meeting at the Edgewater Beach Hotel in Chicago April 10-13, President C. R. McMicken, Los Angeles, California, announced recently.

The FEWA has invited executives of nearly 1000 short line and specialty manufacturers to participate in the FEWA Dating Party April 11 and two Factory Days April 12 and 13. Attendance is expected to total about 250 factories represented by as many as 450 to 500 executive personnel, in addition to 135 persons representing the 70 member firms of the Farm Equipment Wholesalers Association.

Closed sessions of the FEWA meetings on Tuesday, April 10, and Wednesday, April 11, will consider, among other topics, the need for warranty adjustments by manufacturers, with emphasis upon uniform policies; and a review of policies involving transportation charges on defective parts on whole goods inbound when returned to factory and replacements outbound from manufacturer to retailer. The need for authority to permit immediate inspection and replacement by the wholesaler also will be weighed in FEWA discussions, Program Chairman R. J. Hamilton of Ephrata, Pa., stated.

The Retailer Relations Committee, headed by A. D. Byerline of Salt Lake City, Utah, will convene to discuss suggestions and complaints voiced by retailers and dealer association secretaries throughout the United States and Canada. Members of this committee serve as liaison men to reflect dealer thinking to the committee as a whole where policy discussion can lead to formulation of helpful action aimed at remedying retailer problems.

All manufacturers of short line or specialty farm equipment desiring distribution through reliable independent farm equipment wholesalers of the United States and Canada are invited to attend the FEWA Dating Party and Fac-

tory Days, states Robert L. Shannon, executive secretary, 1011 Lumber Exchange Building, Minneapolis, Minnesota. The Dating Party enables factory representatives to arrange a schedule of business interviews with FEWA members, to be honored at appointed periods on the two Factory Days.

### Allis-Chalmers Has Record Sales Volume

SALES OF \$535,069,085, the highest in the history of the company, and exceeding those of 1954 by 42 million dollars were announced recently by the Allis-Chalmers Manufacturing Co., in its 1955 report to share owners.

Net earnings were at a second high record amounting to \$24,805,326. This amounted to \$6.05 per share of common stock.

Dividends on preferred stock for the year were \$941,278 and dividends on common stock were \$15,526,911, a total of \$16,468,189. The December, 1955 quarterly dividend of \$1.00 per share marked the eighteenth consecutive quarter at that rate.

Share owners and total shares of common stock reached new highs when at the year's end, Allis-Chalmers had 3,944,362 shares of common stock outstanding—about one-half million more than a year ago and held by 40,222 share owners.

Capital expenditures of \$15,400,000 in 1955 were approximately \$5,000,000 more than the previous year.

### Petrolino to Head Sales of Southern Sta-Rite

JAMES S. Petrolino has been appointed sales manager of Southern Sta-Rite, Inc., 5009 Peachtree Rd., Chamblee, Ga., southeastern subsidiary of Sta-Rite Products, Inc., Delavan, Wis.

Petrolino, a sales engineer at Southern Sta-Rite for nearly four years prior to his promotion, will be responsible for supervision of

Sta-Rite pump sales in the southeastern section of the United States.

Sta-Rite Products is one of the nation's largest manufacturers of farm and home pumps and water systems. In addition to the firm's assembly plant and sales office at Chamblee, Sta-Rite operates plants at Delavan, Wis.; Sharon, Wis.; Capron, Ill.; Los Angeles and at Ajax, Ont., Canada.

### Jamesway Hog Equipment Line Adds New Feeder

ADDITION of a new four-hole "Pork Maker" to the line of Jamesway hog equipment is announced by the James Manufacturing Co., Fort Atkinson, Wis. The feeder handles 24 hogs on a 24-hour self-feeding program.

The galvanized hopper flares out at the bottom to assure easy, continuous feed flow without agitators. The inverted-V bottom not only facilitates feed flow into the partitioned troughs, but also permits air flow under the feeder to prevent condensation, the manufacturer states.



Heavy hardwood skids are equipped with an attached clevis to make it easy to move the feeder.

The new "Pork Maker" is 44½ inches tall and weighs less than 100 pounds. The hopper is 16½ inches wide at the top and 43 inches wide at the bottom.

The peaked galvanized steel cover opens back flush against the side to provide 100 percent opening at the top for easy filling.

With the addition of the new four-hole feeder, Jamesway now offers a complete line of hog equipment including feeders with two, four, six, 10 and 16 holes.



## Century Introduces Injection Machine

A low pressure injection machine for liquid fertilizers is announced by Century Engineering Corp., Cedar Rapids, Iowa. The company states that the unit has been designed to hold cost to a minimum by taking advantage of equipment the farmer already owns.

The Century unit is designed to mount on a tractor and to be used with a cultivator, plow or disc.

The tank has a 65-gallon capacity and is the same diameter as a 55-gallon oil drum. The steel tank carrier mounts on the tractor axle, bolting to plates beneath the axle. Stainless steel disks in the feed tubes are provided for accurate metering. The flow of liquid is controlled automatically—as the



cultivator or plow is raised out of the ground, the flow is automatically stopped and as it is lowered into the ground, the flow is started. A manual control is provided on the underside of the tank as a safety shut-off device.

The unit is gravity fed. Feed hoses from the manifold are of clear plastic, and feed tubes are of steel. The basic unit has four feed or applicator hoses and tubes.

## Cunningham Announces New Hay Conditioner

A NEW HAY Conditioner has been announced by Ray Cunningham & Sons, Inc., 501 Gillette St., La Crosse, Wis., and is said to cut hay drying time in half.

The sweeping action of a rotating pick up reel sweeps up the hay swath and feeds it into meshing



reels. Each stem is crimped as it passes through the reels, releasing trapped moisture so that stems "quick cure" as fast as the leaves, according to the manufacturers.

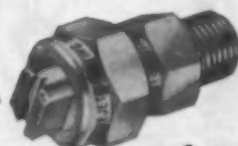
With the new simplified design and the "sweep and crimp" action, the manufacturers state that the hay field is swept clean, food value stays in the hay as it remains soft, rich and extra digestible in the mow. The Cunningham conditions all hay crops, soy beans, sudan grass, pea vine hay, cane, Johnson grass and other legumes.

## TeeJet SPRAY NOZZLES

When you sell TeeJets, you sell the preferred nozzles in the field. Each season more equipment builders select TeeJets, more distributors and dealers sell them, and more farmers ask for and use them. The reason is found in the nozzles themselves. With TeeJet Spray Nozzles your customers get more for their money . . . a better design that proves itself in better performance. Sell the *proved* best, sell TeeJet!

### WITH INTERCHANGEABLE ORIFICE TIPS

Over 400 tip types and capacities for every kind of farm spraying. Flat spray tips, hollow cone, full cone, and straight stream. Disc type for solutions with suspended solids.



Patent No. 2,503,638



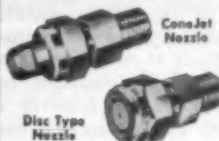
Flat Spray

Patent No. 2,503,638



Cone Jet

### THE COMPLETE LINE . . . FOR EVERY NEED



Disc Type Nozzle

Cone Spray Nozzles . . . widely used in spraying insecticides. Non-clogging. Write for Bulletin 61 and 59.



Gun Jet Spray Gun

Patents Pending

For pressures up to 800 lbs. Adjustable spray with trigger or handle control. Hardened stainless tips. Write for Bulletin 65, 69 and 80.



Trigger TeeJet

Quality, precision trigger valve. Operates with any TeeJet orifice tip. Positive shut-off. Light weight. Write for Bulletin 68.



Eyelet TeeJet . . . fits directly on boom pipe. Typical of wide range of fittings including swivel connectors, valves, hose shanks, and line and suction strainers. Patent No. 2,518,511



Patent No. 2,521,978

Adjustable Tips . . . provide setting of spray from solid stream to fine atomization. Used with hand held Trigger TeeJet valve unit.



Patent No. 2,519,388

Boom Jet . . . for weed control in grains and grasses and other general broadcast uses such as spraying of liquid fertilizers. Provides pattern up to 66 feet wide. Write for Bulletin 66 and 71.

FOR INFORMATION . . . write for general farm Catalog 30 or special bulletins listed above. Join the TeeJet profit parade, sell the TeeJet line.

**SPRAYING SYSTEMS CO.** 3277 RANDOLPH STREET, BELLWOOD, ILLINOIS

## J. I. Case Offers New Ammonia Applicator

LONGER periods of uninterrupted application work are made possible with the new Case "250" NH<sub>3</sub> Applicator. With a tank carrying capacity of 250 gallons, time and ammonia are saved in fewer refill stops, according to the J. I. Case Co., Racine, Wis. Other advantages pointed out include the applicator's dual-purpose design to accomplish tillage and applicator operations simultaneously.



Although basically designed for use with the new Case Digger-Mulcher, it can be used with a variety of forward or rear mounted tooth-type implements on tool bars. Similarly the Case "250" Applicator can be used in conjunction with soil-slicing implements used in up-grading pastures.

Operating controls are all within reach of the tractor seat. Gages are viewed easily by the operator, the manufacturers point out, and built in steps provide easy accessibility for refilling operations.

Injectors are said to be abrasion-resistant and engineered for quick disassembly when cleaning is desired. Wheel tread adjustment is provided to cover any row crop spacing.

## Automatic Stock Waterer Introduced by Butler

A NEW automatic heated stock waterer with twin hog or sheep fountains recently was introduced by the Farm Equipment Division of Butler Manufacturing Co., Kansas City, Mo.

In summer, the water comes into the waterer cool because it travels underground. In winter, separate thermostatically controlled electric heating elements for both cattle

## Minneapolis-Moline—J. I. Case Co. Merger Discussions Confirmed

PERSISTENT rumors of a merger of J. I. Case Co. and Minneapolis-Moline were clarified recently by W. C. MacFarlane, Minneapolis-Moline president, in confirming a statement by a J. I. Case Co. official that executives of the two organizations have talked about a possible merger.

But he also agreed with Robert F. Baird, Jr., a vice-president of Case, that the talks have been "purely exploratory."

MacFarlane declared the talks have not, as yet, reached the status of negotiations and that no serious discussions have been held on any details.

Baird said it was his understanding that the Reddig interests, who won control of M-M last year, had approached Case about a possible merger, "and that we did not give them a flat no."

Henry S. Reddig, senior vice-president of Minneapolis-Moline,

issued the following explanatory statement:

"With reference to the so-called rumor of a Case-Moline merger, the management and board of directors are constantly on the alert for anything within or without that will improve the position of this company.

"Anything that will make M-M bigger and stronger for the benefit of its employees, dealers and owners is being investigated thoroughly. On the basis of two or three discussions already held with various members of the board of the J. I. Case Co., it seems there is considerable merit in a possible consolidation or merger with Case for the benefit of not only our employees, dealers, and owners but also our customers.

"We therefore intend to have further discussion in the coming months with officials of the Case company."

and hog fountains cut operating costs to a minimum by heating only the small amount of water retained in the automatic stock waterer between drinks, the manufacturers state.

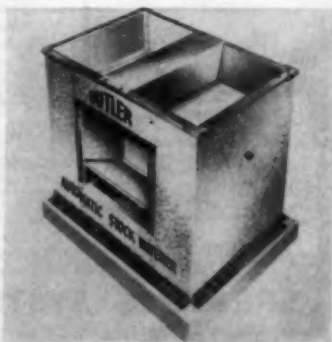
The automatic waterer is 16 and 20 gauge galvanized steel reinforced with angle iron and has one inch thick fiber glass insulation. The top cattle pan is seven inches deep and built to withstand cattle abuse. Twin hog fountains open on each side of the waterer and have a removable pan for easier cleaning.

Butler's "Blue Ribbon" automatic stock waterer eliminates back-siphoning of stock water into family or dairy water supply, according to the manufacturers. Safety cut-off valves with ball type floats automatically release fresh water into cattle and hog pans only as needed. A combination overflow tube and drain plug gives extra protection against back siphoning.

The automatic stock waterer has a capacity for more than 100 cattle and 150 hogs, the manufacturers state, and weighs about 150 pounds or 95 pounds without twin hog fountains.

A removable door section permits immediate access to thermostat and heating elements. The float-valve cover may be removed for float adjustments.

Also announced is the portable "Blue Ribbon" Calf Creep Feeder which has a slide-back lid to permit filling of the 30-bushel hopper. It has an all steel construction, plus four corner anchor posts. An optional lamb creep feeder conversion kit converts the calf creep feeder for lamb feeding operations, it was announced.



## Service Sparks Those Extra Sales

(Continued from page 170)

tractor that I recondition."

With this groping start into the servicing of farm machinery, Brown's service activities have grown into a full-blown implement business. Practically no automotive work is done now. He took on the present franchise in 1948.

While he sells his share of new machines, Brown sometimes loses the sale of a new tractor to a competitor in his anxiety to keep operating the tractors he already has sold. If it comes to a choice of following up a hot prospect, or rushing to the aid of a present user who has sent in an emergency call for service, the latter gets the preference.

One practice particularly helps in maintaining the large service volume which the company enjoys throughout the year. "Whenever the tractor of one of my customers breaks down in the midst of a vital operation," Brown explained, "he doesn't have to sit, wring his hands and suffer a severe loss while I'm trying to get his machinery repaired. I send out one of my used tractors and let him use it while his own machine is in the shop. If he is harvesting wheat, hay or doing any other farm jobs, he can resume his work with a delay of minutes instead of days."

While Brown claims that he realizes a profit on nearly all his trade-ins, he says he can't measure in dollars and cents the invaluable good will gained as a result of the emergency loan out of used tractors. But the results are tremendous. Through this practice and similar services to customers he doesn't have to shop around much for leads. They just naturally come to him.

Not only that, but the emergency use of a tractor occasionally results in a nice sale. Sometimes the user likes it well enough to buy it and keep it to supplement the tractor he already has. If he is a reasonable prospect for a new machine Brown may send out a demonstrator in a new model to let the customer get the feel of it. That sometimes results in the sale of a new machine.

And, speaking of the emergency use of his trade-ins, Brown says it is a fine way to put a lot of idle capital to work while the idle machines are waiting for somebody to come around and buy them. There is little expense connected with it.

The machines already have been used for several years on somebody's farm and a few more days of pinch-hitting use aren't going to depreciate their sale value. And if the emergency user is able to keep his farm work going with a substitute machine he is not going to "hound" Jim Brown in a frantic effort to speed the repair of his own machine.

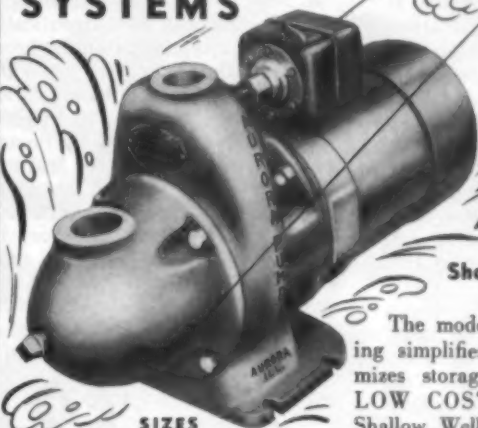
Another unusual practice that brings a lot of profitable work to the shop is the forging of machine parts when factory parts are not in stock. Zellner Harris, a mechanic

who has been with Brown from the start, does this work. He has special tools that have been placed at his disposal.

"I rarely ever see a needed part that Harris can't make," said Jim Wall, the parts manager. "One day a farmer came in with some hay-baler needles broken in several parts. Harris went to work and duplicated them. He can take a gear stripped of nearly all its teeth and put those teeth back. Many farmers who use competing brands of implements and can't get the parts from the local dealer come to

## You Really GO Places— when you OFFER

**AURORA**  
**Mainliner**  
CONVERTIBLE-JET  
**WATER**  
**SYSTEMS**



*Mainliner*  
with  
**Shallow Well Head**

### SIZES

Available in  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$ , 2 and 3 h.p.

### LIFETIME MATERIALS

Pump Shaft is of Stainless Steel.  
Impeller, Sealing Ring, Jet Nozzle and Jet Tube are of Solid Bronze

### SATISFACTION

AURORA Mainliner JETS are FULLY GUARANTEED

### WRITE

for  
BULLETIN 133-MLA



DRILLERS & DEALERS  
See Your  
AURORA  
DISTRIBUTOR  
or WRITE for FACTS

**AURORA® PUMP DIVISION**  
THE NEW YORK AIR BRAKE COMPANY  
77 DEARBORN STREET • AURORA • ILLINOIS





Harris and get him to duplicate them rather than suffer the long wait from the factory. This service alone brings our shop a lot of business we wouldn't otherwise get."

Naturally, it doesn't take many unusual services like these to explain why the Jim Brown shop is a year-round "beehive" of activity for the four mechanics.

"Ordinarily July and August are two of our duller months," Brown said. "They are usually the months in which I recondition and paint up the trade-ins that I've been accumulating. But this year I was doing so much work for my customers during these two usually dull months I didn't have time to recondition a thing. I am going to have to hire more mechanics to rework these machines."

Brown mentioned one other service which, according to his estimate, accounts for 25 percent of his implement sales. His store is right across the road from a 175-acre farm that he inherited. It is five miles from Clarksville. On this farm is a demonstration plot of several acres. On it he demonstrates the machines he offers for sale. It saves a great deal of time. Instead of having to drive a tractor and plow out to a farm 10 miles away, for example, he has the owner drive it across the road and get the feel of it within sight of the store. In fact, many eventual buyers who wouldn't agree to let the salesman bring the outfit to a distant farm for a workout are willing to participate in the demonstration just across the road.

This demonstration plot is also a great proving ground for the trade-ins. After a shop reconditioning they may be driven over and tried out under actual working conditions before being offered for resale. Then a later demonstration on the same plot to a prospect frequently results in a sale.

Most prospects are convinced that a brand-new machine just off somebody's assembly line will work. But they are not so sure about a used machine until they give it a field workout. Hence the field tests result in many profitable sales. Brown believes that a small plot for demonstration purposes would be a great asset as a part of the capital investment of most any implement dealer.

He keeps an accurate account of every item of expense that goes into a reconditioning job. Every bolt, nut, gear, and hour of labor is listed meticulously in a book

and added to the trade-in estimate before a resale price is set.

In order to get the best price Brown not only gives each reconditioned tractor a field workout for the prospect, if necessary, but puts the guarantee of a new machine behind the sale. No 50-50 warranty for him. After his shop has done its work on the machine he is so sure of its performance he is not afraid of such a guarantee. The "kick-backs" have been negligible.

In order to keep both new and used machines operating when sold, Brown pursues another unusual practice. His service truck not only is loaded at all times with every possible working tool that may be needed on a service trip, it also is equipped with a large number of parts bins carrying all the most likely parts that may be needed for the machines that have to be repaired on the farm.

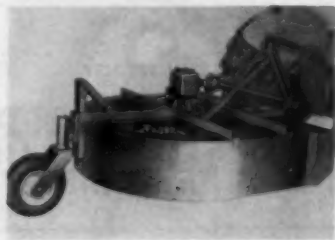
## Cut-All Rotary Shredder Announced by Brillion

A NEW MODEL Cut-All Rotary Shredder that can be hydraulically raised and lowered through three-point tractor hitches has been introduced by Brillion Iron Works, Inc., Brillion, Wis.

Identified as the Pick-Up model, the unit contains all of the features of the regular Brillion shredder line and is offered with either a 1½-inch or 1¾-inch spline on the PTO shaft. Cutting width is five-foot.

Standard equipment includes an integral PTO guard, four reversible cutting blades, friction-slip-clutch, two heavy-duty universal joints and a direct PTO drive. A trail wheel on the back of the shredder is designed for easy, quick height adjustment.

A high-clearance housing facilitates use of the shredder for a broad range of jobs from cutting brush and orchard prunings to shredding all types of row crops. Brush and prunings up to three inches in diameter can be handled.



## Allis-Chalmers Adds New Disc Harrow to Line

ALLIS-CHALMERS Manufacturing Co., Farm Equipment Division, Milwaukee, Wis., has added the No. 109, 8½-foot double-action tractor-mounted disc harrow to its farm implement line. It is matched to the company's WD-45 and WD tractors.



The new disc harrow is available with either twenty-eight 16-inch smooth disc blades front and rear, or with fourteen 18-inch cutaway disc blades front and the same number and size smooth disc blades rear. The blades are of heavy-duty No. 1 gauge heat-treated steel.

The new disc features the flexible "back-bone" frame member originally introduced by Allis-Chalmers. It provides a semi-rigid harrow for best penetration, yet permits the entire frame to flex for thorough discing over uneven ground, the manufacturers state.

Other features of the No. 109 disc harrow include its high tensile strength one-inch diameter gang bolts; forged bumper plates on the front gangs to carry thrust; precision-built Bal-Pak bearing; greased for life at the factory; reinforced bearing brackets; cast-iron, precision-ground spools, and special high-carbon steel adjustable scrapers; four heavy-duty case-hardened lift chains.

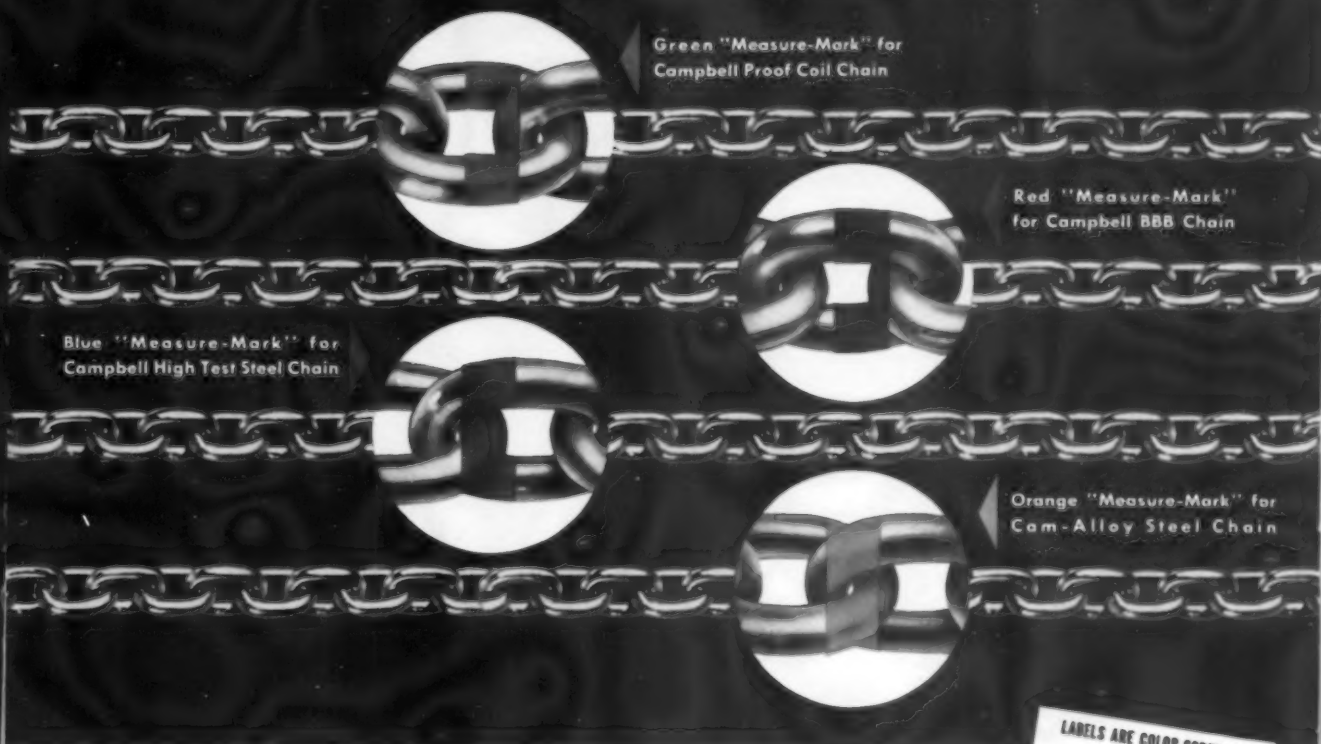
A crank adjusted screw enables the operator to increase or decrease penetration of front or rear gangs from the tractor seat. A spring-cushion screw maintains desired penetration on uneven ground. The disc harrow is mounted to the tractor with the Snap-Coupler hitch which automatically engages as the tractor is backed into the harrow tongue. A lever on the tractor permits quick disengagement of the implement.

Chain Sellers everywhere are profiting with the ORIGINAL

# "MEASURE-MARK" CHAIN

**A CAMPBELL CHAIN *Exclusive!***

- Exactly-marked every 5 feet . . . quick, accurate measurement!
- Color-Coded . . . instant identification of chain grade!
- Standard-footage in every pack! • At no extra cost!



Green "Measure-Mark" for  
Campbell Proof Coil Chain

Red "Measure-Mark" for  
Campbell B&B Chain

Blue "Measure-Mark" for  
Campbell High Test Steel Chain

Orange "Measure-Mark" for  
Cam-Alloy Steel Chain

Take advantage of the *exclusive* ease, speed and profit of this *revolutionary new method of selling chain*. Just count the colored, *exact*, five-foot markings! Think of the time and trouble you'll save . . . think of the assured accuracy . . . and what this means to you in gross profits. Your customer will be sure, too, that he's getting just the right length of chain—and the identifying color-mark will assure him of the right grade.

Get all the details on this new, time-and-labor-saving method of exact chain handling—in exact-footage containers, color-coded for identification. Available only from Campbell! Write today, or ask your Campbell representative.

**LABELS ARE COLOR-CODED, TOO**



for instant identification. Space is provided for Inventory Control to tell at a glance exactly how much chain you have in stock.

COPYRIGHT 1956, CAMPBELL CHAIN COMPANY

**CAMPBELL  
CHAIN**

## CAMPBELL CHAIN *Company*

YORK, PA.—WEST BURLINGTON, IOWA—PORTLAND, OREGON—SACRAMENTO, CALIF.

Makers of the famous Lug-Reinforced Tire Chains



**ANOTHER  
NEW  
SELLING  
TOOL...**

**CresLINE**

**GUARANTEED-QUALITY  
FLEXIBLE PLASTIC PIPE**

**NOW...Packaged for Profit!**

Now, for the first time, full coils of 75-lb. Cresline flexible plastic pipe in  $\frac{1}{2}$ " to  $1\frac{1}{4}$ " diameters come in space-saving, hard-selling cartons that simplify handling and help change unit sales from "feet" into "miles." Easy-to-read markings make inventory control a cinch whether cartons are stored vertically or horizontally. Pipe pulls easily off reel without whipping back. Each carton is an "ad" in itself —

tells your customers about Cresline's famous written guarantee, 100% virgin materials, convenient one-foot and 10-foot markings, quality control and pressure-testing. Back that up with Cresline's pledge to ship every order within 24 hours . . . add Cresline's other smashing sales aids . . . and you have a combination that will add extra dollars to every ticket. Write now for all the details.

*Made to Specifications of the  
Thermoplastic Pipe Division of the  
Society of the Plastics Industry*

**CRESCENT PLASTICS, INC.**  
Dept. S-6, 955 Diamond Ave. • Evansville 7, Ind.





THE FAMOUS **LILLISTON**  
**ROTO-SPEED** Line of rotary cutters



**BIG  
HEAVY  
DUTY  
7  
SIX**



**RUGGED  
5  
-TWO  
LIFT OR TOW**



*New*  
**BUDGET-PRICED  
JV**

LIFT OR TOW

Year after year, new Roto-Speed sales records have been set. Dealer orders are now reaching another all-time high. This is selling history in the making — the kind that's consistently boosting Roto-Speed Dealer profits.

When you get right down to it, the huge demand is the result of one basic fact. In the Roto-Speed cutter, your customer gets value that we sincerely believe is unapproached in the farm equipment industry — a rugged, four-season workhorse that shreds stalks, mows pastures, cuts stubble and clears land. Performance and dependability are built into every inch of the Roto-Speed . . . it works all over a farm with very little upkeep. What a sales job you can do with Roto-Speed rotary cutters!

**FOR FULL INFORMATION,  
SEND US THIS COUPON**

**LILLISTON IMPLEMENT COMPANY  
ALBANY, GEORGIA**

Please send me (check information desired) ☐ Literature  
☐ Dealership details ☐ Prices ☐ Name of my nearest distributor.

Name

Company

Address

City  State



Use this

**GOULDS  
PROFIT-FLOW  
PROMOTION**



# An EASY WAY to make



## HERE'S EVERYTHING YOU NEED

Yes—we've put everything you need for a bang-up May pump promotion in this special GOULDS PROFIT-FLOW PROMOTION CARTON. Open it up—put it to work—and you're really in the pump business!

YOUR GOULDS PROFIT-FLOW PROMOTION CARTON contains:

1. 1 Fig. 3680 Goulds Balanced-Flow Jet Pump—the famous NO-TANK pump—complete with pressure switch, air volume control—ready for display.
2. Colorful window Banner featuring "Win A Pump" contest—inviting free demonstration and registration for prize drawing.
3. "WIN A PUMP" Display Card with paid of contest entry blanks—size to fit on your Balanced-Flow Demonstrator Display Unit. Return envelope for entry blanks also included.
4. "ASK US WHY" Display Card—colorful, invites pump demonstration.
5. SILHOUETTE FEATURE CARDS—6 different cards, in 6 brilliant colors, give "reason why" that makes folks buy. Punched for hanging.
6. CONTEST NEWSPAPER AD MAT... for local newspaper—invites free demonstration and registration for "WIN A PUMP" contest.
7. GIANT "EASY TERMS" BANNER—in color, for window or interior use.
8. NATIONAL WATER SYSTEMS MONTH window or interior streamer.
9. DISPLAY SUGGESTION SHEET... tells, and shows, in a few simple steps, how to cash in on your GOULDS PROFIT-FLOW PROMOTION.

# MONEY in MAY...

MAY IS  
NATIONAL  
WATER  
SYSTEMS  
MONTH



LIKE  
THIS

## TO SET UP A PUMP PROMOTION

Whether you sell 4 pumps a year—or 44—this Goulds Profit-Flow Promotion can't miss boosting your water systems sales! It's so easy... just open your PROFIT-FLOW PROMOTION CARTON and set up your pump display, following the few simple instructions you'll find enclosed with the promotion material. Nothing to send for... nothing to wait for—all the tools you need are packed right in the carton with your Goulds Balanced-Flow Jet Pump!

### A pump a day given away!

To help you put more sales power into your display—Goulds is giving away a pump a day during May. All your prospects have to do to enter this contest is come into your store—witness a Balanced-Flow demonstration—and sign their names. You mail entries to us at the end of the month—winners are drawn and announced promptly. Contest not valid in those states, if any, where prohibited by law.

**NOTHING TO BUY... EXCEPT ONE PUMP!**

**GET STARTED NOW...**

All display material is provided ABSOLUTELY FREE—you pay for nothing in your promotion carton except the Balanced-Flow pump. See your Goulds Distributor pronto—be set for "sale-ing" when May 1st rolls around. Or MAIL THIS COUPON TODAY...

**GOULDS PUMPS, Inc.**

Dept. 5H-46, Seneca Falls, N.Y.

- ☐ Please reserve 1 PROFIT-FLOW PROMOTION CARTON in my name—for delivery before May 1st by my regular distributor. I pay only for 1 Balanced-Flow pump at my regular discount. My Distributor is \_\_\_\_\_
- ☐ Please have Distributor call.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_



## Water Systems

(Continued from page 176)

In selling up to the big ticket, the electric water pump should be related in all displays to equipment for modern living that is useless without running water in the first place — such items as automatic clothes washers, dishwashers, under-the-sink food waste disposers, water heaters, water softeners, bathroom and kitchen plumbing fixtures. This is the way to turn National Water Systems Month into a goldmine at the dealer level, the association emphasized.

The association further points out that statistics based on actual farm records, make it crystal clear that running water on the farm does pay off.

Studies conducted at Iowa State College revealed that when stanchioned dairy cows had access to water from drinking cups — in other words, a continuously available supply — consumption was up 18 percent over what was drunk on a twice-daily tank watering schedule.

Translated into production gains, for plenty of water is essential to good nutrition, this enabled each

cow to yield 3.5 percent more milk and 10.7 percent more butterfat.

The same can be said of meat production, meat being 60 percent water. One of the cheapest, easiest ways to stimulate rapid livestock weight gains is with running water.

Hogs able to drink water as often as they want it make weight gains up to 20 percent faster than is the case on a once-a-day watering basis. One-fifth of the work of pork production is in carrying water to hogs. This cost can be converted into a saving with automatic hog-watering equipment.

Mature beef cattle require 10 to 12 gallons of water daily to make satisfactory weight gains, assuring a good price on market day. The only practical way to supply water in this amount to a large herd is with an electric water system.

Eggs are 65 percent water. Two-thirds of a chicken's weight is water. Water requirements for poultry per unit weight are two times that of any farm animal.

At the same time, hens have a low capacity, which makes an unlimited supply of water available at all times absolutely essential. In fact, unless plenty of water is provided, poultry and egg produc-

tion will be sharply curtailed.

Cornell University reports a remarkable saving in time and labor involved in caring for poultry, simply by having running water under pressure.

Whereas it took an average of 20 minutes a day to carry water by hand for a flock of 1,000 laying hens, this time was cut to 11 minutes with faucets over a watering trough, and to two minutes with automatic poultry watering equipment.

Just as it increases milk, poultry, and livestock yields, running water also increases production of the farm vegetable garden — as much as 50 percent in a dry year.

Systematic garden irrigation is economical. A plot 85 by 100 feet can be watered as often as necessary in the summer for an average cost of \$3.00, including labor, depreciation, and electricity.

The foregoing by no means exhaust the useful and profitable applications of running water in farming.

Water outlets are needed in all barns and outbuildings to facilitate daily cleanup and sanitation. Water — both hot and cold — is needed in the milkhouse, hot water for scrubbing milking utensils and

## Great New Multi-Purpose

Model 60 **BAZOOKA** SPIRAL GRAIN LOADER  
Reg. U. S. Pat. Off.



### The ONE LOADER for Practically ALL Grain Handling Jobs

An improved 6" auger of 16-gauge sectional tube construction with gear drive and scissors carrier, all in one machine. Twenty-two foot basic length with 5 and 10 foot extensions to 42 feet. Sealed head and tail bearings. Easily adaptable to electric operation. Use it high or low, long or short on almost any job. Here's an auger your farmers will like. Write for circular.

Distributed by  
Implement Sales Co. Southeastern Farm Supply  
Memphis, Tenn. Chattanooga, Tenn.



**Full 4' Super Scooper**  
11 foot, 33 pounds. Sealed head bearing; extensions to 21 feet. Complete with swivel bracket and carrying handle at \$25.95 retail.

**ALSO** upright BAZOOKA tube for permanent installations; new BAZOOKA Grain Turner for turning grain without removal from bin.



**WYATT MFG. CO., INC.**

Jayhawk Farm Implements Since 1903... Dept. B-265, Salina, Kansas

FULLY GUARANTEED  
AS TO QUALITY, FIT AND FINISH

**STAR**  
SERVICE SHARES



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now introducing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

**STAR MANUFACTURING COMPANY**

DIVISION OF ILLINOIS IRON & BOLT CO.  
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

# FORD TRACTORS LEAD ALL OTHER MAKES IN OWNER LOYALTY\*

...another reason why it's better to  
be with FORD than to watch FORD!



In a recent nationwide survey, a higher percentage of Ford Tractor owners indicated their intention to buy the same make of tractor again than did owners of any other make. This owner loyalty pays off in more repeat sales for Ford Tractor and Implement Dealers. It's another reason why it's better to be *with* Ford than to *watch* Ford! Tractor and Implement Division, Ford Motor Company, Birmingham, Mich.

cleaning the milking machine, cold water for filling the milk cooling tank.

Plenty of hydrant outlets are essential in strategic locations around the farm property to combat the emergency of fire.

And, if this seems to pretty well cover the field, consider such auxiliary equipment as some of the following items that would hardly be practical without running water: a grain sprouter, livestock feed cooker, vegetable washer, bottle washer, brine pump, insect sprayer, liquid manure pump, utensil sterilizer, a concrete mixer — all useful in modern farming operations.

Running water in the farm home, of course, opens up a whole new way of living to the farm family.

A water system makes it possible to move the plumbing indoors for the first time and install a modern bathroom in color.

It means the farm homemaker can enjoy the convenience of a cabinet kitchen with double-bowl sink, automatic dishwasher, and under-the-sink food waste disposer.

It means the comfort of plenty of hot water, with an automatic water heater to supply bathroom and kitchen plumbing fixtures, as well as the automatic clothes washer; the luxury of soft water; the cozy warmth of central heating, with a boiler circulating hot water to baseboards, convectors, or radiators throughout the house.

A water system must be well planned and laid out right from the start, to assure all of the ultimate benefits in better living and better farming that it — and it alone — makes possible.

Not everything, of course, has to be done at once. To avoid straining the budget unduly, a water system can be installed a little at a time.

As a beginning, the installation might be limited to a few outlets in the house, and a line to the milk house and barn. Other outlets would be added as available funds permit, until the system with its related water-using equipment for both farm and home is complete.

However, it is important to anticipate future needs with a large enough well, pump and pressure storage tank in the first place.

An under-sized pump will only have to be replaced eventually when water requirements inevitably increase. A larger pump will mean new wiring, and possibly even the development of a new and more abundant water source.

Similarly, piping must be sized

## Southern Farm Equipment Group Plans October Meeting in Chattanooga

THE 1956 annual meeting of Southern Farm Equipment Manufacturers, Inc., will be held October 19-21 at Lookout Mountain Hotel, Chattanooga, Tenn. Plans for the meeting were discussed during the recent meeting of the

organization's board of directors in Atlanta, Ga.

Present for the meeting were: R. H. Powell, president; M. B. Walthall, vice-president; C. C. Mullen, John Phillips, Jr.; C. B. Griffin, Jr.; and W. D. Hairrell.

properly, to avoid pressure drops in the system as it is expanded. When this happens, the only remedy is to install larger sized piping.

Needless expenses of this sort at a later date can be avoided by proper planning at the outset, by consulting the qualified expert on such matters — a water systems dealer. His experience is the best assurance of an installation that will adequately meet the water needs both of today and tomorrow.

### Pull-Type Rotary Cutter Announced by John Deere

A NEW PULL-TYPE model of the Gyramor 5-foot Rotary Cutter is announced by John Deere, Moline, Ill. The new Gyramor, a heavy-duty brush-cutter, pasture-clipper, and stalk-shredder is designed to fit any tractor which has a standard drawbar and power take-off.



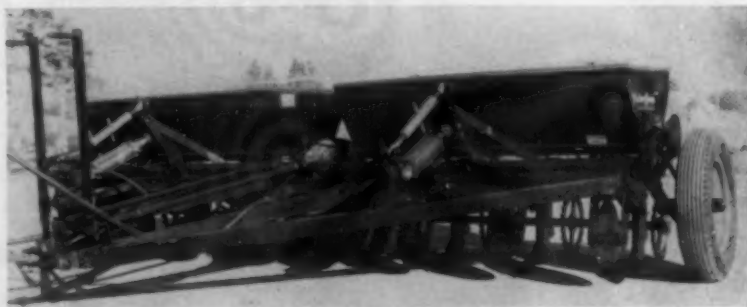
The 15-inch automobile-type carrier wheels can be placed in the forward position at 80-inch tread, or in the trailing position at 52-, 57-, 75-, or 80-inch tread.

Leveling of the frame is done with a large hand-wheel. Cutting

### Taylor Machine Markets "Twin" Pasture Dream

THE NEW "Twin" Pasture Dream is announced by Taylor Machine Works, Louisville, Miss. Designed especially for use over large pasture areas, the "Twin" is simply double the size of the standard Pasture Dream. It covers 13 feet 4 inches each trip over. All other features of the "Twin" are said to be exactly the same as those of the standard machine.

Pasture Dream, either the "Twin" or standard model, is described as suitable for planting cover crops on row-crop land without seedbed preparation.



New "Twin" Pasture Dream



## You Can Make 3 PROFITS When You Sell 1 WHIZ!

... for mowing, fencing, clearing

PROFIT from the adjustable mower leveling attachment with blade for cutting brush, tall grass and even lawns, fast and clean!

PROFIT from the 7" post hole auger—digs two feet in less than a minute! Easily attached.

PROFIT from the basic 20" saw unit—cuts posts and timber up to 12" in 4 positions from horizontal to vertical. Also 18" and 26" models available.



AS LOW AS  
\$117.50  
RETAIL

One WHIZ heavy-duty power unit handles these three and a number of other attachments with ease! Unit for 20" and 26" saws is SELF-PROPELLED! Other attachments available: CHAIN SAW — ROTARY TILLER — EDGER AND GRINDER.

IF YOUR JOBBER CANNOT SUPPLY YOU, WRITE TO

**ROOT** MANUFACTURING CO., INC.

127 East Eleventh St.

Baxter Springs, Kansas

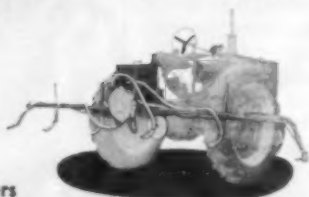
# BLUE



Dependable Farm  
Equipment Since 1886

*the Way to  
Dust or  
Spray*

5 & 6 Row Blue Dusters  
featuring high strength  
aluminum alloy fan  
blade and housings, V  
belt drive, steel boom.



**DUSTERS**



BLUE 6 Row Sprayer with folding boom. Designed for row crop insect control. Featuring Blue-Twin Piston PTO Pump.

**SPRAYERS**

Write for full Information  
**JOHN BLUE CO., Inc.**  
Huntsville, Ala.

## GRASSLAND FARMING

creates **BIG, NEW  
SICKLE GRINDER MARKET!**  
Farmers will buy 'em if you  
**DISPLAY 'EM!**

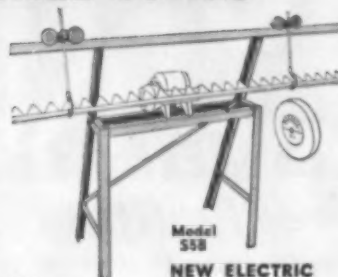
## WISSOTA'S New SICKLE GRINDERS and Top Quality SICKLE CONES

### ALL NEW

#### SICKLE GRINDER

- FASTER . . . SAFER
- MORE ACCURATE
- SHARPENS 7 FOOT SECTION IN 5 MINUTES
- LOW IN PRICE

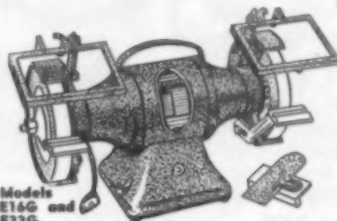
Requires no clamping or re-clamping of each section.



Model  
S58

#### NEW ELECTRIC TOOL GRINDER

- BALL BEARING equipped.
- HEAVY DUTY 1/4 H.P. or 1/3 H.P. grinders.
- CHISEL GRINDING ATTACHMENT included.
- SMALL DIAMETER MOTOR affords easy access to front of wheel.
- LOW PRICE—a fast seller.

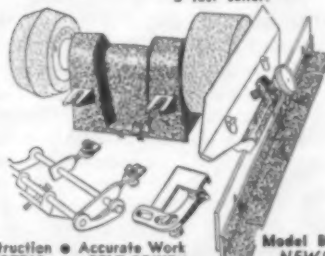


Models  
E14G and  
E33G

#### FORAGE HARVESTER BLADE SHARPENER

- Also sharpens Mowing Machine Sections, Ensilage Knives and other tools.
- Harvester and ensilage Knife Grinding Attachment also sold separately to fit most conventional bench grinders.
- Flat grinds or hollow grinds.

Modern Design • Careful Construction • Accurate Work  
ALSO A FULL LINE OF ELECTRIC . . . BELT DRIVEN  
AND HAND OPERATED SICKLE AND TOOL GRINDERS



Model BKS  
NEW!

## WISSOTA'S

FULLY  
VITRIFIED

#### ABRASIVE WHEELS—SICKLE CONES

There's a big difference in  
**SICKLE CONES.**  
WISSOTA SICKLE AND TOOL WHEELS  
mean satisfied customers because they are:

- UNIFORM—no hard or soft spots!
- PERFECT BEVEL—so important!
- TRUE RUNNING—no wobbling!
- FAST, SMOOTH, COOL CUTTING!

ASK YOUR JOBBER OR WRITE FOR DESCRIPTIVE FOLDER TODAY!



**WISSOTA**  
MANUFACTURING COMPANY  
MINNEAPOLIS 4, MINNESOTA

# WHEELS WANTED!

**FOR  
Do-It-Yourself  
Projects**



## Roll Up *Extra Sales* and *Profits* for you

The market for wheels for do-it-yourself projects is growing by leaps and bounds. Be ready to sell your do-it-yourself customers quality GLEASON WHEELS for garden equipment, yard carts, small wagons, outboard motor carriers, lawn furniture, portable workshop stands, golf carts, trash can feed carriers, outdoor serving carts, barn equipment . . . anything they build.

Gleason's DO-IT-YOURSELF Wheel Deal gives you all you need to set up a wheel department in your store. Includes 5 sizes of wheels, 6" through 12" diameters. Compact all-metal Counter Display lets customers

See and Spin . . . lets you sell and profit. Reducer bushings, literature and merchandising helps also included at no cost to you.



**Mail Coupon  
NOW.**

**GLEASON CORP.**

264 N. 12 Street, Milwaukee 3, Wis.

Please rush Complete Information on GLEASON Wheel Deals No. 521 and No. 522, and FREE Counter Display.

Name .....

Address .....

Jobber .....

height (0 to 14 inches) is controlled with either a remote hydraulic cylinder or a manual screw-jack.

The Gyramor has a single rotor arm with a flail-type alloy-steel blade at each end. Three types of blades are available—straight, for general-purpose use and heavy brush cutting; suction, for lifting light grass and weeds into the path of the blades; and pickup, for clawing up roots and downed stalks. A shredding attachment which triples the number of cutting edges also can be installed. When fine shredding is not required, the rear grille can be raised to facilitate spreading of cut material.

Power is transmitted to the blades through bevel gears, protected by a friction-type slip clutch.

## They Sell More When the Rain Comes Down

(Continued from page 172)

"We are fortunate in having a large warehouse and shop in the back of our sales office and showroom. A large door makes it possible to see almost everything in the rear from the lounge. Often a farmer will start talking about his tractor or a certain implement, and soon they will be in the back at one of the implements with one showing the other what he did with it.

"There isn't a rainy day that passes that at least one or more groups go to the back and talk around one of the tractors and implements. Often, they call us and ask for additional information or verification of something they are telling a neighbor. This kind of salesmanship can't be bought, yet we get it for nothing, and we make an average sale of one or more tractors or implements each week to farmers or ranchers who have been sold on buying it by a friend or neighbor at a rainy day meeting."

The store keeps in stock an average of 10 tractors and one or more of the different implements on display in the large warehouse. Four large doors are available if a prospect wants to take one of the tractors out for a trial. A large number of implements are displayed next to the salesroom if customers want to hitch them on while they have the tractor out for a trial.

As an extra gesture, Briggs keeps a large coffee maker in the warehouse and often makes a pot of coffee to serve at these rainy day gatherings. When the men are served their coffee, they usually walk around in the warehouse and look over the different items.

One particularly good feature of these gatherings is that they lead to quick sales of virtually all the tractors and implements taken as trade-ins. The company hasn't had a single item to stay on the used lot for more than two weeks since these meetings were started. Most of the men tell their neighbors about the item they are going to trade-in with the result that there usually is a customer for the equipment before the company even receives it.

"We are really proud of our rainy day gatherings," Briggs concluded. "We strongly recommend the plan to other dealers, especially the smaller ones who don't have a large sales force. It will only take a few dollars and a little effort to start it. We credit at least 50 percent of our new sales and 75 percent of our used sales to these informal gatherings."

**RIDE and MOW**  
with the

**SHAW  
DU-ALL**

Model RM 24



## BIGGEST LITTLE MOWER ON THE MARKET!

**LOW PRICE**, too. Great for estates, f and suburban homes, parks, cemeteries, Trims smartest lawn; or tallest grass-inch swath; turning radius only 45 inc Sturdy 2½ to 3 H.P. air-cooled engine. volt starting motor plugs into house cur (optional).

**WRITE TODAY** for free folder, prices, and details. Also walking and riding tractors, to 14 H.P.

**SHAW MFG. CO.** 8804 Front St., Galesburg, I 448-X N. 4th St., Columbus,

# Presenting the New, Modern



## F&W SUBMERSIBLE PUMP

### New High Capacity... for Any Pressure Requirement! Lower Operating and Installation Costs!

► The New F & W Submersible gives you capacities up to 1,050 G.P.H., and depths to 500 feet for wells 4" or larger. For instance, at 20 lbs. pressure and a depth of 350 feet you can get 660 gallons per hour.

The F & W Submersible Pump is a multi-stage centrifugal pump, close-coupled to a submersible electric motor. The pump is quickly and easily installed by adding successive lengths of drop pipe to reach the proper level. The complete pumping unit is at the bottom of the well, silently and efficiently pushing water to the surface through the single discharge pipe to the pressure tank. It is water-lubricated, and designed and built of brass and stainless

steel for long, trouble-free, efficient operation under water. You will find it especially outstanding for the following advantages:

Low Cost Operation	Silent, Invisible,
Easy, Economical	Efficient
Installation	Self-Priming, All
Minimum	Automatic
Maintenance	Meets All State Sanitary
Lubrication-free	and Well Codes

This fine new F & W will solve your customers' extra deep-well problems better at lower cost, and with a worthwhile profit for you. See your F & W distributor, or write for Folder No. 505 for full information, today!

**FLINT & WALLING MANUFACTURING CO., INC.**  
419 OAK STREET, KENDALLVILLE, INDIANA

F & W Patented, Exclusive "VARIJET"—40-10% more water, yet cuts current used. 14-16 H.P. Motors, 750-1000 G.P.H. @ 15 ft. @ 20 P.S.I.

F & W "Multi-Purpose" Jet—Easily changed to deep-well use. 14-16 H.P. Motors, 1 or 2 stages. Discharges to 100 ft. Maximum capacity 500 G.P.H.

F & W Economy "Multi-Purpose" Jet. 15 H.P. Motor, 250 G.P.H. @ 15 ft. @ 20 P.S.I. Easily changed to deep-well.

F & W Multi-Stage Jet—3 stages, 1-2 H.P. Motors, 1400 G.P.H. Patented, Exclusive Control Valve. Transcendence Built, Co-turbine.

F & W 6" Stroke Piston Pump—10-1 H.P. motors, depths to 320 feet, maximum capacity 400 G.P.H.

F & W Centrifugal Contractor's Pump—Single stage, 2 H.P. gas engine driving. Capabilities to 30 G.P.H. at 20 ft. head and 100 G.P.H. for general drainage, and filling operations. Easily portable.

## F&W means *Flowing Water* by Flint & Walling



# WHEELS WANTED!

**FOR  
Do-It-Yourself  
Projects**



## Roll Up *Extra Sales* and *Profits* for you

The market for wheels for do-it-yourself projects is growing by leaps and bounds. Be ready to sell your do-it-yourself customers quality GLEASON WHEELS for garden equipment, yard carts, small wagons, outboard motor carriers, lawn furniture, portable workshop stands, golf carts, trash can feed carriers, outdoor serving carts, barn equipment . . . anything they build.

Gleason's DO-IT-YOURSELF Wheel Deal gives you all you need to set up a wheel department in your store. Includes 5 sizes of wheels, 6" through 12" diameters. Compact all-metal Counter Display lets customers See and Spin . . . lets you sell and profit. Reducer bushings, literature and merchandising helps also included at no cost to you.



Takes only  
1 Sq. Ft. of  
space

**Mail Coupon  
NOW.**

**GLEASON CORP.**

264 N. 12 Street, Milwaukee 3, Wis.

Please rush Complete Information on GLEASON Wheel Deals No. 521 and No. 522, and FREE Counter Display.

Name .....

Address .....

Jobber .....

height (0 to 14 inches) is controlled with either a remote hydraulic cylinder or a manual screw-jack.

The Gyramor has a single rotor arm with a flail-type alloy-steel blade at each end. Three types of blades are available—straight, for general-purpose use and heavy brush cutting; suction, for lifting light grass and weeds into the path of the blades; and pickup, for clawing up roots and downed stalks. A shredding attachment which triples the number of cutting edges also can be installed. When fine shredding is not required, the rear grille can be raised to facilitate spreading of cut material.

Power is transmitted to the blades through bevel gears, protected by a friction-type slip clutch.

## They Sell More When the Rain Comes Down

(Continued from page 172)

"We are fortunate in having a large warehouse and shop in the back of our sales office and showroom. A large door makes it possible to see almost everything in the rear from the lounge. Often a farmer will start talking about his tractor or a certain implement, and soon they will be in the back at one of the implements with one showing the other what he did with it.

"There isn't a rainy day that passes that at least one or more groups go to the back and talk around one of the tractors and implements. Often, they call us and ask for additional information or verification of something they are telling a neighbor. This kind of salesmanship can't be bought, yet we get it for nothing, and we make an average sale of one or more tractors or implements each week to farmers or ranchers who have been sold on buying it by a friend or neighbor at a rainy day meeting."

The store keeps in stock an average of 10 tractors and one or more of the different implements on display in the large warehouse. Four large doors are available if a prospect wants to take one of the tractors out for a trial. A large number of implements are displayed next to the salesroom if customers want to hitch them on while they have the tractor out for a trial.

As an extra gesture, Briggs keeps a large coffee maker in the warehouse and often makes a pot of coffee to serve at these rainy day gatherings. When the men are served their coffee, they usually walk around in the warehouse and look over the different items.

One particularly good feature of these gatherings is that they lead to quick sales of virtually all the tractors and implements taken as trade-ins. The company hasn't had a single item to stay on the used lot for more than two weeks since these meetings were started. Most of the men tell their neighbors about the item they are going to trade-in with the result that there usually is a customer for the equipment before the company even receives it.

"We are really proud of our rainy day gatherings," Briggs concluded. "We strongly recommend the plan to other dealers, especially the smaller ones who don't have a large sales force. It will only take a few dollars and a little effort to start it. We credit at least 50 percent of our new sales and 75 percent of our used sales to these informal gatherings."

**RIDE and MOW**  
with the

**SHAW  
DU-ALL**

Model RM 24



## BIGGEST LITTLE MOWER ON THE MARKET!

**LOW PRICE**, too. Great for estates, f and suburban homes, parks, cemeteries, Trims smartest lawn; or tallest grass-inch swath; turning radius only 45 in. Sturdy 2½ to 3 H.P. air-cooled engine. volt starting motor plugs into house cur (optional).

**WRITE TODAY** for free folder, prices, and details. Also walking and riding tractors, to 14 H.P.

**SHAW MFG. CO.**

8004 Front St., Galesburg, Mo.  
668-X N. 4th St., Columbus,

# Presenting the New, Modern



## F&W SUBMERSIBLE PUMP

### New High Capacity... for Any Pressure Requirement! Lower Operating and Installation Costs!

► The New F & W Submersible gives you capacities up to 1,050 G.P.H., and depths to 500 feet for wells 4" or larger. For instance, at 20 lbs. pressure and a depth of 350 feet you can get 660 gallons per hour.

The F & W Submersible Pump is a multi-stage centrifugal pump, close-coupled to a submersible electric motor. The pump is quickly and easily installed by adding successive lengths of drop pipe to reach the proper level. The complete pumping unit is at the bottom of the well, silently and efficiently pushing water to the surface through the single discharge pipe to the pressure tank. It is water-lubricated, and designed and built of brass and stainless

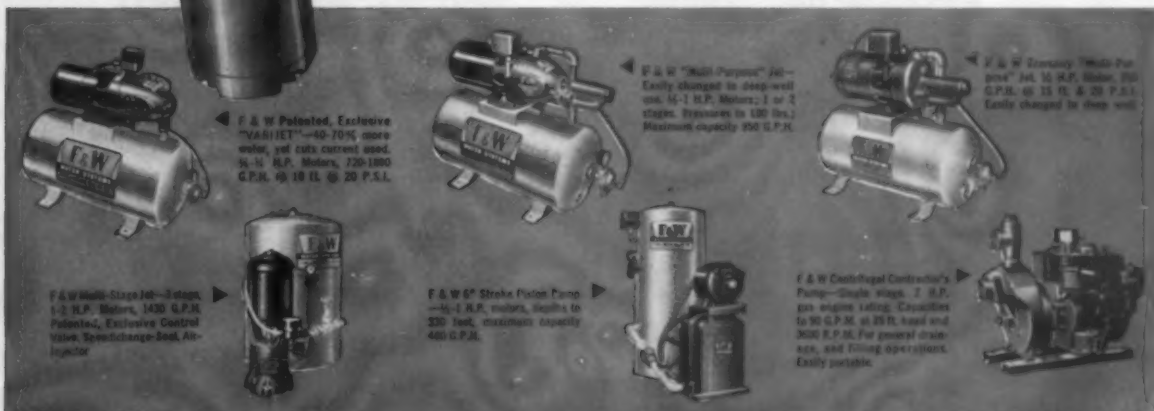
steel for long, trouble-free, efficient operation under water. You will find it especially outstanding for the following advantages:

Low Cost Operation	Silent, Invisible,
Easy, Economical	Efficient
Installation	Self-Priming, All
Minimum	Automatic
Maintenance	Meets All State Sanitary
Lubrication-free	and Well Codes

This fine new F & W will solve your customers' extra deep-well problems better at lower cost, and with a worthwhile profit for you. See your F & W distributor, or write for Folder No. 505 for full information, today!

**FLINT & WALLING MANUFACTURING CO., INC.**

419 OAK STREET, KENDALLVILLE, INDIANA



**F&W means Flowing Water by Flint & Walling**

Another Reason why  
**Ferguson**  
 is the Franchise  
 with  
 a Future

**BRAND NEW**



★ QUADRAMATIC CONTROL

★ "2-STAGE" CLUTCHING

★ VARIABLE-DRIVE PTO

★ DUAL-RANGE TRANSMISSION

★ CONVERTIBLE FRONT WHEEL SYSTEM

★ INCREASED POWER

★ OPTIONAL POWER STEERING

★ 12-VOLT ELECTRICAL SYSTEM

CHOICE OF MODELS. The Ferguson Hi-40 is available in models shown below. Front ends are convertible either by dealer, or by the owner himself.

**Four-Wheel Model**



**Dual-Wheel Tricycle**



**Single-Wheel Tricycle**





# FERGUSON SALES OPPORTUNITIES!

## Ferguson Hi-40

### IN THREE NEW HIGH-CLEARANCE MODELS

With this announcement, broad, new sales horizons open to dealers with a Ferguson Franchise.

That's because farmers who have admired the Ferguson System and 4-Way Work Control—but who need a high-clearance tractor—can now have *both* in a Ferguson Hi-40. In addition, they have a choice of three front wheel styles.

#### New Features

Both the Hi-40 and its lower slung running mate, the Ferguson 35, now feature 12-volt electrical systems for faster, surer starts. Engine power has been increased. And there's optional *power steering*, too! (Factory installed, it becomes an integral part of the tractor.)

#### Ferguson Demonstrations Sell

Demonstration has always been a most potent sales tool for Ferguson Dealers. Now, more than ever, the Ferguson sells itself to prospects.

From the moment they slip into the comfortable "Foam Float" seat they sense that *this* tractor is different. But just let a prospect feel the close command

his hand has over implements with the new Quadramatic Control, and he knows it.

Just let him raise or lower implements with a touch of a finger . . . let him select draft and maintain working depth, adjust the hydraulic system's speed of response or hold implements in any position . . . and the Ferguson Dealer is well on his way to another sale.

Show him the other features of 4-Way Work Control—Variable-Drive PTO, "2-Stage" Clutching and Dual-Range Transmission—and the proof that Ferguson gives complete mastery over every farm job is persuasively demonstrated.

Now, more than ever, you can profit from a Ferguson Franchise. Self-selling products, aggressive promotions and a vigorous sales organization mean that you can command a money-making business in your territory. For information, write or wire: *Ferguson, Racine, Wis.*

## Ferguson

**DRAMATIC NIGHT DEMONSTRATIONS** are a striking example of the aggressive Ferguson-planned selling programs for effective mass selling.



Sound, workable Ferguson sales promotion programs like  
**"GO PLACES WITH FERGUSON"**  
and the  
**"FERGUSON PROSPECTOR PLAN"**  
give Dealers organized step-by-step plans  
to locate prospects and make sales

APRIL, 1956

T. W. McALLISTER, Vice-Pres., Managing Director  
RALPH E. KIRBY, Editor FRANCES A. KELLY, Assistant Editor

BARON CREAGER, Southwestern Editor  
7713 Inwood Road, Dallas 9, Texas

CHARLES E. SMITH  
Business Manager

J. A. MOODY  
Production Manager

**Business Representatives**

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4950;  
J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712;  
KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187;  
GEORGE ISHERWOOD, 590 Rutherford Drive, Springfield, (Del. Co.) Pa., Phone K.I.  
3-0700; HUGH AULL, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE-6-4131;  
A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352;  
L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35, Calif., Phone: CR 4-  
5151; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7-7995; BARON  
CREAGER, 7713 Inwood Road, Dallas 9, Texas, Phone: FL-7-2937; RAY RICKLES,  
814 Chamber of Commerce Bldg., Miami, Fla., Phone: 9-1495.

**Published Monthly by****W. R. C. SMITH PUBLISHING COMPANY**

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 8, Georgia

**Publishers Also of**

TEXTILE INDUSTRIES

SOUTHERN AUTOMOTIVE JOURNAL

SOUTHERN BUILDING SUPPLIER

SOUTHERN POWER &amp; INDUSTRY

ELECTRICAL SOUTH

SOUTHERN HARDWARE

## Power Saws Win Those Extra Sales

(Continued from page 174)

place of two or three men.

"We find that a demonstration such as cutting down a tree on a farmer's land, is the best means of merchandising power saws. Most prospects have not handled power saws prior to our visit, and are usually impressed with their efficient performance. With about a half hour's instruction, a farmer can take over himself and operate a power saw without difficulty."

It takes no more than a \$2,000

investment to set a dealer up for sales and service of power saws. A mechanic who can repair the small gasoline engine is required to man the shop, but specialized instruction on power saws is furnished by the factory's school, so that within a few hours a mechanic can learn to assemble and disassemble a power saw. A \$1500 parts inventory is carried by Largent's because there is a good turnover in repair parts. A special kit of repair tools requires an investment of no more than \$10.

The company is on the alert for trade-ins, for a used power saw put into good operating condition

brings from \$75 to \$150. Saws brought in for repair are watched closely for sizable repairs that become costly. In such cases a trade-in is recommended. With an eye on the resale value, dealer computes trade-in allowance and investment required to recondition the saw and still make a profitable deal.

While farm to farm calls and personal demonstrations bring best sales results, Largent's Truck and Implement Center has found it worthwhile to display and demonstrate at county fairs and similar events. Largent's was recently called upon when an old tree, standing since the 1780's, was to be brought down. Witnessed by a large section of the townspeople, the ceremony was a memorable sight. The efficient performance of Largent's saws drew comment.

Twice a month during the fall and winter, newspaper promotion stresses power saw sales and service. Signs on the farm equipment lot announce that power saws are carried and repaired here. An advertisement in the classified directory of the telephone book has helped boost sales.

Largent's offers immediate repair service, inviting a customer to wait and watch while his saw is being repaired. Being able to take the saw back with him immediately saves a customer a return trip.

"Power saws are not only a profitable line in themselves, but bring new sales in other departments. We find power saws a great booster for shop and parts business in farm equipment as well as saws. In fact power saws affect over-all sales very favorably," Largent added.

Credit is extended on power saw sales with payments arranged over 12 to 24 month periods. A local bank carries the paper.

**BUY BIG ORANGE AND YOU BUY THE BEST**

**FORGED OF Hi-Strength STEEL**

Tractor, Plow and Harrow Clevises — Hay Hooks  
Shackle Chain Hooks — Hitch and Clevis Pins

**EXTRA STRONG**      **EXTRA TOUGH**

4 TYPES OF BIG ORANGE CLEVISES  
11 Numbers Up to 1" Body with 1 1/8" Pin

For Big Orange Hi-Strength Products  
Ask Your Jobber or Write Us

**MIDLAND INDUSTRIES, Inc.**  
Cedar Rapids, Iowa

Instant Locking  
Pin 3/8" or 1/2"

"Big Orange" Pin  
1/2", 3/4", or 1"

GRAB HOOKS  
Available for Chain  
Sizes 1/2", 3/4", 1", 1 1/4", 1 1/2", 1 3/4", 2", 2 1/4", 2 1/2", 2 3/4", 3", 3 1/4", 3 1/2", 3 3/4", 4", 4 1/4", 4 1/2", 4 3/4", 5", 5 1/4", 5 1/2", 5 3/4", 6", 6 1/4", 6 1/2", 6 3/4", 7", 7 1/4", 7 1/2", 7 3/4", 8", 8 1/4", 8 1/2", 8 3/4", 9", 9 1/4", 9 1/2", 9 3/4", 10", 10 1/4", 10 1/2", 10 3/4", 11", 11 1/4", 11 1/2", 11 3/4", 12", 12 1/4", 12 1/2", 12 3/4", 13", 13 1/4", 13 1/2", 13 3/4", 14", 14 1/4", 14 1/2", 14 3/4", 15", 15 1/4", 15 1/2", 15 3/4", 16", 16 1/4", 16 1/2", 16 3/4", 17", 17 1/4", 17 1/2", 17 3/4", 18", 18 1/4", 18 1/2", 18 3/4", 19", 19 1/4", 19 1/2", 19 3/4", 20", 20 1/4", 20 1/2", 20 3/4", 21", 21 1/4", 21 1/2", 21 3/4", 22", 22 1/4", 22 1/2", 22 3/4", 23", 23 1/4", 23 1/2", 23 3/4", 24", 24 1/4", 24 1/2", 24 3/4", 25", 25 1/4", 25 1/2", 25 3/4", 26", 26 1/4", 26 1/2", 26 3/4", 27", 27 1/4", 27 1/2", 27 3/4", 28", 28 1/4", 28 1/2", 28 3/4", 29", 29 1/4", 29 1/2", 29 3/4", 30", 30 1/4", 30 1/2", 30 3/4", 31", 31 1/4", 31 1/2", 31 3/4", 32", 32 1/4", 32 1/2", 32 3/4", 33", 33 1/4", 33 1/2", 33 3/4", 34", 34 1/4", 34 1/2", 34 3/4", 35", 35 1/4", 35 1/2", 35 3/4", 36", 36 1/4", 36 1/2", 36 3/4", 37", 37 1/4", 37 1/2", 37 3/4", 38", 38 1/4", 38 1/2", 38 3/4", 39", 39 1/4", 39 1/2", 39 3/4", 40", 40 1/4", 40 1/2", 40 3/4", 41", 41 1/4", 41 1/2", 41 3/4", 42", 42 1/4", 42 1/2", 42 3/4", 43", 43 1/4", 43 1/2", 43 3/4", 44", 44 1/4", 44 1/2", 44 3/4", 45", 45 1/4", 45 1/2", 45 3/4", 46", 46 1/4", 46 1/2", 46 3/4", 47", 47 1/4", 47 1/2", 47 3/4", 48", 48 1/4", 48 1/2", 48 3/4", 49", 49 1/4", 49 1/2", 49 3/4", 50", 50 1/4", 50 1/2", 50 3/4", 51", 51 1/4", 51 1/2", 51 3/4", 52", 52 1/4", 52 1/2", 52 3/4", 53", 53 1/4", 53 1/2", 53 3/4", 54", 54 1/4", 54 1/2", 54 3/4", 55", 55 1/4", 55 1/2", 55 3/4", 56", 56 1/4", 56 1/2", 56 3/4", 57", 57 1/4", 57 1/2", 57 3/4", 58", 58 1/4", 58 1/2", 58 3/4", 59", 59 1/4", 59 1/2", 59 3/4", 60", 60 1/4", 60 1/2", 60 3/4", 61", 61 1/4", 61 1/2", 61 3/4", 62", 62 1/4", 62 1/2", 62 3/4", 63", 63 1/4", 63 1/2", 63 3/4", 64", 64 1/4", 64 1/2", 64 3/4", 65", 65 1/4", 65 1/2", 65 3/4", 66", 66 1/4", 66 1/2", 66 3/4", 67", 67 1/4", 67 1/2", 67 3/4", 68", 68 1/4", 68 1/2", 68 3/4", 69", 69 1/4", 69 1/2", 69 3/4", 70", 70 1/4", 70 1/2", 70 3/4", 71", 71 1/4", 71 1/2", 71 3/4", 72", 72 1/4", 72 1/2", 72 3/4", 73", 73 1/4", 73 1/2", 73 3/4", 74", 74 1/4", 74 1/2", 74 3/4", 75", 75 1/4", 75 1/2", 75 3/4", 76", 76 1/4", 76 1/2", 76 3/4", 77", 77 1/4", 77 1/2", 77 3/4", 78", 78 1/4", 78 1/2", 78 3/4", 79", 79 1/4", 79 1/2", 79 3/4", 80", 80 1/4", 80 1/2", 80 3/4", 81", 81 1/4", 81 1/2", 81 3/4", 82", 82 1/4", 82 1/2", 82 3/4", 83", 83 1/4", 83 1/2", 83 3/4", 84", 84 1/4", 84 1/2", 84 3/4", 85", 85 1/4", 85 1/2", 85 3/4", 86", 86 1/4", 86 1/2", 86 3/4", 87", 87 1/4", 87 1/2", 87 3/4", 88", 88 1/4", 88 1/2", 88 3/4", 89", 89 1/4", 89 1/2", 89 3/4", 90", 90 1/4", 90 1/2", 90 3/4", 91", 91 1/4", 91 1/2", 91 3/4", 92", 92 1/4", 92 1/2", 92 3/4", 93", 93 1/4", 93 1/2", 93 3/4", 94", 94 1/4", 94 1/2", 94 3/4", 95", 95 1/4", 95 1/2", 95 3/4", 96", 96 1/4", 96 1/2", 96 3/4", 97", 97 1/4", 97 1/2", 97 3/4", 98", 98 1/4", 98 1/2", 98 3/4", 99", 99 1/4", 99 1/2", 99 3/4", 100", 100 1/4", 100 1/2", 100 3/4

SLIP HOOKS  
Available for Chain  
Sizes 1/2", 3/4", 1", 1 1/4", 1 1/2", 1 3/4", 2", 2 1/4", 2 1/2", 2 3/4", 3", 3 1/4", 3 1/2", 3 3/4", 4", 4 1/4", 4 1/2", 4 3/4", 5", 5 1/4", 5 1/2", 5 3/4", 6", 6 1/4", 6 1/2", 6 3/4", 7", 7 1/4", 7 1/2", 7 3/4", 8", 8 1/4", 8 1/2", 8 3/4", 9", 9 1/4", 9 1/2", 9 3/4", 10", 10 1/4", 10 1/2", 10 3/4", 11", 11 1/4", 11 1/2", 11 3/4", 12", 12 1/4", 12 1/2", 12 3/4", 13", 13 1/4", 13 1/2", 13 3/4", 14", 14 1/4", 14 1/2", 14 3/4", 15", 15 1/4", 15 1/2", 15 3/4", 16", 16 1/4", 16 1/2", 16 3/4", 17", 17 1/4", 17 1/2", 17 3/4", 18", 18 1/4", 18 1/2", 18 3/4", 19", 19 1/4", 19 1/2", 19 3/4", 20", 20 1/4", 20 1/2", 20 3/4", 21", 21 1/4", 21 1/2", 21 3/4", 22", 22 1/4", 22 1/2", 22 3/4", 23", 23 1/4", 23 1/2", 23 3/4", 24", 24 1/4", 24 1/2", 24 3/4", 25", 25 1/4", 25 1/2", 25 3/4", 26", 26 1/4", 26 1/2", 26 3/4", 27", 27 1/4", 27 1/2", 27 3/4", 28", 28 1/4", 28 1/2", 28 3/4", 29", 29 1/4", 29 1/2", 29 3/4", 30", 30 1/4", 30 1/2", 30 3/4", 31", 31 1/4", 31 1/2", 31 3/4", 32", 32 1/4", 32 1/2", 32 3/4", 33", 33 1/4", 33 1/2", 33 3/4", 34", 34 1/4", 34 1/2", 34 3/4", 35", 35 1/4", 35 1/2", 35 3/4", 36", 36 1/4", 36 1/2", 36 3/4", 37", 37 1/4", 37 1/2", 37 3/4", 38", 38 1/4", 38 1/2", 38 3/4", 39", 39 1/4", 39 1/2", 39 3/4", 40", 40 1/4", 40 1/2", 40 3/4", 41", 41 1/4", 41 1/2", 41 3/4", 42", 42 1/4", 42 1/2", 42 3/4", 43", 43 1/4", 43 1/2", 43 3/4", 44", 44 1/4", 44 1/2", 44 3/4", 45", 45 1/4", 45 1/2", 45 3/4", 46", 46 1/4", 46 1/2", 46 3/4", 47", 47 1/4", 47 1/2", 47 3/4", 48", 48 1/4", 48 1/2", 48 3/4", 49", 49 1/4", 49 1/2", 49 3/4", 50", 50 1/4", 50 1/2", 50 3/4", 51", 51 1/4", 51 1/2", 51 3/4", 52", 52 1/4", 52 1/2", 52 3/4", 53", 53 1/4", 53 1/2", 53 3/4", 54", 54 1/4", 54 1/2", 54 3/4", 55", 55 1/4", 55 1/2", 55 3/4", 56", 56 1/4", 56 1/2", 56 3/4", 57", 57 1/4", 57 1/2", 57 3/4", 58", 58 1/4", 58 1/2", 58 3/4", 59", 59 1/4", 59 1/2", 59 3/4", 60", 60 1/4", 60 1/2", 60 3/4", 61", 61 1/4", 61 1/2", 61 3/4", 62", 62 1/4", 62 1/2", 62 3/4", 63", 63 1/4", 63 1/2", 63 3/4", 64", 64 1/4", 64 1/2", 64 3/4", 65", 65 1/4", 65 1/2", 65 3/4", 66", 66 1/4", 66 1/2", 66 3/4", 67", 67 1/4", 67 1/2", 67 3/4", 68", 68 1/4", 68 1/2", 68 3/4", 69", 69 1/4", 69 1/2", 69 3/4", 70", 70 1/4", 70 1/2", 70 3/4", 71", 71 1/4", 71 1/2", 71 3/4", 72", 72 1/4", 72 1/2", 72 3/4", 73", 73 1/4", 73 1/2", 73 3/4", 74", 74 1/4", 74 1/2", 74 3/4", 75", 75 1/4", 75 1/2", 75 3/4", 76", 76 1/4", 76 1/2", 76 3/4", 77", 77 1/4", 77 1/2", 77 3/4", 78", 78 1/4", 78 1/2", 78 3/4", 79", 79 1/4", 79 1/2", 79 3/4", 80", 80 1/4", 80 1/2", 80 3/4", 81", 81 1/4", 81 1/2", 81 3/4", 82", 82 1/4", 82 1/2", 82 3/4", 83", 83 1/4", 83 1/2", 83 3/4", 84", 84 1/4", 84 1/2", 84 3/4", 85", 85 1/4", 85 1/2", 85 3/4", 86", 86 1/4", 86 1/2", 86 3/4", 87", 87 1/4", 87 1/2", 87 3/4", 88", 88 1/4", 88 1/2", 88 3/4", 89", 89 1/4", 89 1/2", 89 3/4", 90", 90 1/4", 90 1/2", 90 3/4", 91", 91 1/4", 91 1/2", 91 3/4", 92", 92 1/4", 92 1/2", 92 3/4", 93", 93 1/4", 93 1/2", 93 3/4", 94", 94 1/4", 94 1/2", 94 3/4", 95", 95 1/4", 95 1/2", 95 3/4", 96", 96 1/4", 96 1/2", 96 3/4", 97", 97 1/4", 97 1/2", 97 3/4", 98", 98 1/4", 98 1/2", 98 3/4", 99", 99 1/4", 99 1/2", 99 3/4", 100", 100 1/4", 100 1/2", 100 3/4

Paving the way to new sales heights

# Miracle-engineered by Massey-Harris

**4** new Massey-Harris tractors offer  
unprecedented sales opportunity



2-3 plow MH50

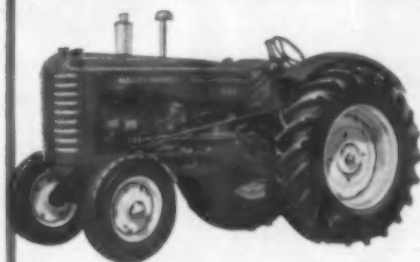
3-4 plow 333



4 plow 444



5 plow 555



**Another reason Massey-Harris  
dealers call their contracts  
"the franchise to a future unlimited."**

FOUR great new tractors with the magic sales appeal of miracle engineering . . . another history-making opportunity for Massey-Harris dealers.

More than a temporary "Midas touch," miracle-engineering is a long-range investment in customer acceptance . . . in dealer security, growth and expansion. It is stimulated by a continuing parade of new products, originated and engineered by an aggressive manufacturing partner, "on target" with the features farmers want and need.

You can be a part of this future unlimited. Your Massey-Harris Branch has the details.

#### BRANCHES AT:

Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Oklahoma City, Okla.; Omaha, Neb.; Pascagoula, Idaho; Portland, Ore.; Racine, Wis.; Springfield, Ill.; Stockton, Cal. Sub-branches: Amarillo, Texas; Billings, Mont.; Lansing, Mich.; Phoenix, Ariz.; Spokane, Wash.

*Always*

keep your eye on

# Massey-Harris

THE FRANCHISE TO A FUTURE UNLIMITED



# ADVERTISER'S INDEX

## A

A D Mfg. Co. .... \*

Acme Shear Co. .... 110

Adams Co., C. F. .... 165

Adjustable Clamp Co. .... 114

Air-Dri Associates .... 89

Alabama Mfg. Co. .... 139

Alan Wood Steel Co. .... 131

Allen & Co., Inc., S. L. .... \*

Allis-Chalmers Mfg. Co. .... \*

Aluminum Goods Mfg. Co. .... \*

American Biltrite Rubber Co. .... 161

American Chain & Cable Co., Inc. .... 127

American Pad & Textile Co. .... 162

American Steel & Wire Co. .... \*

Cyclone Fence Div. .... 40, 41

Ames Co., O. .... \*

Animal Trap Co. of America. .... 156

Arrow Fastener Co., Inc. .... 22

Atlantic Industrial Corp. .... 158

Atlantic Steel Co. .... 56

Atlas Tack Corp. .... 154

Aurora Pump Division, New York Air Brake Co. .... 183

## B

Bassick Co. .... 154

Benjamin Reel Co. .... 113

Berns Co., Inc., Otto .... 30

Bethlehem Steel Corp. .... 1

Blue Co., Inc. John .... 193

Boker & Co., H. .... 98, 99

Bolens Products Div. .... \*

Bommer Spring Hinge Co., Inc. .... 138

Bresley Co. .... 155

Brink and Cotton Mfg. Co. .... 163

Bronson Reel Co. .... 23

Buck Mfg. Co. .... 123

Butcher Polish Co. .... 157

## C

Calbar Paint & Varnish Co. .... 165

Camillus Outery Co. .... 115

Campbell Chain Co. .... 185

Carolina Washboard Co. .... 165

Case Co., J. I. .... \*

Champion DeArment Co. .... 150

Chattanooga Royal Co. .... 146

Chattanooga Wheelbarrow Co. .... \*

Chesterflex Corp. .... 5

Choremaster Div., Weber Engineered Products, Inc. .... Back Cover

Clark Brothers Bolt Co. .... 152

Classified Ads .... 164

Clemson Bros., Inc. .... 152

Cleveland Mills Co. .... \*

Coal Chemicals Div. .... \*

U. S. Steel Corp. .... \*

Coleman Company, Inc. .... \*

Colorado Fuel & Iron Corp. .... \*

Wickwire Spencer Steel Div. .... 148, 49

Coli's Patent Fire Arms Mfg. Co., Inc. .... \*

Columbia Malleable Castings Corp. .... \*

Columbian Rope Co. .... 13

Consolidated Wire Prod. Co. .... 26

Consumers Glue Co. .... 162

Continental Scale Corp. .... \*

Cook'n Tools, Inc. .... 115

Corning Glass Works .... 121

Cortland Line Co., Inc. .... 38, 39

Crescent Plastics, Inc. .... 186

Crescent Tool Co. .... 119

Crown Dairy Supply Co. .... \*

Cyclone Fence Dept., United States Steel Corp. .... 40, 41

## D

Davis Corp., G. W. .... 47

Dasey Corp. .... 149

Decatur Pump Co. .... 30

Decorite, Inc. .... 163

Deere, John .... 201

Dempster Mill Mfg. Co. .... 168

Deming Company .... 202

Diamond Calk Horsehoe Co. .... \*

Draper-Maynard Company .... 159

Durall Products Co. .... 91

## E

Eagle Mfg. Co. .... 95

Electric Wheel Co. .... \*

Ellinor Village .... 163

Empire Plow Co. .... 167

Enterprise Mfg. Co. .... 145

Evans Rule Co. .... 2

## F

F & N Lawn Mower Co. .... \*

Fairbanks, Morse & Co. .... \*

Federated Mutual Implement & Hdw. Insurance Co. .... \*

Fittler Co., Edwin H. .... \*

Fleming and Sons, Inc. .... 132

Flex-O-Glass, Inc. (Warp Bros.) .... 204

Flint & Walling Mfg. Co., Inc. .... 195

Follansbee Steel Corp. .... 140

Ford Motor Co., Tractor & Implement Division .... 191

Fuller Tool Co., Inc. .... 144

## G

Gardex, Inc. .... 150

General Steel Warehouse Co., Inc. .... 128

Geyer Mfg. Co. .... 166

Gilbert & Bennett Mfg. Co. .... \*

Gladling & Co., Inc., B. F. .... \*

Gleason Corp. .... 194

Gould Pumps, Inc. .... 188, 189

Graham & Co., Inc., John H. Bevin Bros. Mfg. Co. Div. .... 162

Graham & Co., Inc., John H. (G. W. Griffin Div.) .... 93

Graham & Co., Inc., John H. King Cotton Cordage Div. .... \*

Grand Haven Stamped Products Co. .... 162

Greenlee Tool Co. .... 130

Griffin Mfg. Co. .... 98

## H

Hahn, Inc. .... \*

Hanson Co., Henry L. .... 186

Hayes Spray Gun Co. .... 113

Hemp and Co. .... 105

Herschell Mfg. Co., Inc., R. .... \*

Hillerich & Bradsby Co. .... \*

Hodell Chain Co. .... \*

## I

Ideal Brass Works, Inc. .... 52

Ideal Fishing Float Co., Inc. .... 108, 158

Ingersoll Products Division Borg-Warner Corp. (Discs) .... \*

International Harvester Co. (General Line) .... 171

Irwin Auger Bit Co. .... Front Cover

## J

Jackson Mfg. Co. .... 136

Jackson Mfg. Co., W. L. .... \*

James Mfg. Co. .... \*

Jones & Laughlin Steel Corp. .... 32

## K

Kaiser Aluminum & Chem. Co. .... 175

Kautsky Mfg. Co. .... \*

Kellogg Brush Mfg. Co. .... \*

Keuffel & Esser Co. .... 16

Keystone Steel & Wire Co. .... \*

Kling Hardware Co. .... \*

## L

Lamson & Sessions Co. .... 102

Landers, Frary & Clark (Universal Products) .... 137

Landers, Frary & Clark (Dasey Corp.) .... 149

Langley Corp. .... \*

Larson Co., Chas. O. .... \*

Lazy Boy Lawn Mower Co. .... 46

Lebanon Chemical Corp. .... 151

Libbey-Owens-Ford Glass Co. .... 129

Lilliston Implement Co. .... 187

Linck Co., Inc., E. E. .... \*

Linen Thread Co., Inc. .... 126

## M

Mall Tool Co. .... 112

Marshalltown Trowel Co. .... 165

Massey-Harris Co. .... 199

Massey-Harris Ferguson Inc. .... 196, 197

Master Lock Co. .... \*

Mase Co., W. H. .... 122

Midland Industries, Inc. .... 198

Minneapolis-Moline Co. .... \*

Moe Light, Division of Thomas Industries, Inc. .... 27

Montague-Ocean City Rod & Reel Co. .... \*

Moto-Mower Co. .... \*

Mouli Mfg. Co. .... 9

Murray Ohio Mfg. Co. .... \*

Myers & Bros., F. E. .... 104

## N

National Metal Products Co. .... 156

National Screw & Mfg. Co. .... Second Cover

New Bedford Cordage Co. .... 157

New Holland Machine Co. .... 177

New York Wire Cloth Co. .... \*

Newton Line Co., Inc. .... \*

Nicholson File Co. .... \*

Nixdorf-Krein Mfg. Co. .... 34

## O

Olin Mathieson Chemical Corp. Winchester-Western Div. .... 97

Olt Co., Philip S. .... 159

Orchard Industries, Inc. .... 11

Orow Products Co. .... 85

Ox Fibre Brush Co., Inc. .... 111

## P

Papee Machine Co. .... 179

Penn Fishing Tackle Mfg. Co. .... \*

Peters Cartridge Div. .... 37

Petersen Mfg. Co. .... \*

Phoenix Manufacturing Co. .... 144

Plastic Company, Inc. .... 28

Plymouth Cordage Co. .... 50, 51

Portable Electric Tools, Inc. .... 3

Porter, Inc., H. K. .... 142

Porter Corp., J. E. .... 21

Proen Products Co. .... 160

Propulsion Engine Corp. .... \*

## R

Radiator Specialty Co. .... \*

Red Devil Tools .... 35, 36

Red Head Brand Co. .... 7

Reeve Company .... \*

Remington Arms Co. .... 53, 54

Reo Motor Div. .... \*

Motor Wheel Corp. .... \*

Reynolds Metals Co. .... \*

Richards-Wilcox Mfg. Co. .... 44, 45

Root Mfg. Co., Inc. .... 193

Royal International Corp. .... 135

Ruberoid Co. .... 133

Russell, Burdall & Ward Bolt and Nut Co. .... \*

## S

Samson Cordage Works .... 24

Sandvik Saw & Tool Corp. .... \*

Savage Arms Corp. .... \*

Lawn Mower Div. .... \*

Savage Arms Corp. (Arms Div.) .... 42, 43

Schuster Motor Corp. .... 15

Schwartz Mfg. Co. .... 141

Scovill Mfg. Company .... 19

Shaw Mfg. Co. .... 194

Sherman Mfg. Co., H. B. .... 153

Sherwin-Williams Co. .... 124, 125

Silent Sioux Corp. .... \*

Smith and Co., D. B. .... \*

South Bend Tackle Co. .... 100, 101

South Bend Toy Mfg. Co. .... 134

Southern Hardware .... \*

Southern Screw Co. .... 143

Southern States Iron Roofing Co. .... 17, 18, 29

Spraying Systems Co. .... 181

Star Expansion Bolt Co. .... \*

Star Mfg. Co. .... 190

Strait-Line Products, Inc. .... \*

Stratflo Prod., Inc. .... 166

Strunk Equipment Co. .... 106

Sunflower Industries, Inc. .... 173

Sunset Line & Twine Co. .... 116

Supreme Products, Inc. .... 109

Swan Rubber Company .... \*

Swing-A-Way Mfg. Co. .... \*

## T

Tait Mfg. Co. .... 25

Taylor Chain Co., S. G. .... 120

Tennessee Coal, Iron & R. R. Co. .... 103

Tip-Top Products Co. .... 161

Tractor & Implement Division Ford Motor Co. .... 191

True Temper Corporation .... \*

Turnbuckles, Inc. .... 160

Turpentine & Rosin Factors Inc. .... 142

## U

Union Fork & Hoe Co. .... 116

Union Malleable Mfg. Co. .... 81

United States Rubber Co. (Cycle Tire Dept.) .... 147

United States Steel Corp. .... 40, 41, 103

United States Steel Corp. Coal Chemicals Div. .... \*

UMCO Corp. .... 166

Universal Converting Corp. .... \*

Upson Brothers, Inc. .... 146

Utica Drop Forge & Tool Co. .... 87

## V

Victor Saw Works, Inc. .... 152

Vichek Tool Co. .... 140

## W

Want Ads .... 164

Warp Bro. .... 204

Weber Engineered Products, Inc. .... \*

Choremaster Div. .... Back Cover

Weber Lifelike Fly Co. .... \*

Wen Products, Inc. .... 93

Western Chain Co. .... Third Cover

Wickwire Bros., Inc. .... 107

Wickwire Spencer Steel Div. of The Colorado Fuel Iron Corp. .... 48, 49

Winchester Repeating Arms Co. (Ammunition) .... \*

Winchester Repeating Arms Co. (Guns) .... \*

Winchester-Western Div. .... \*

Olin-Mathieson Chem. Corp. 97

Wire Products Company .... \*

Wisconsin Motor Corp. .... 203

Wisota Mfg. Co. .... 193

Wood Shore Tool Co. .... 164

Woolster Rubber Co. .... \*

Wright Steel Wire Co., G. F. .... 163

Wyatt Mfg. Co. .... 190

## Y

Yale & Towne Mfg. Co. .... \*

## Z

Zebco Company .... 155

# SOLD



"... and

**I Get a Bonus Benefit  
with Every Sale"**

**T**HERE . . . another new John Deere Hay Conditioner is earmarked for delivery, and still another farmer is destined to realize greater benefits in richer, more palatable livestock feed . . . in less time and risk in the curing . . . and in greater cash profits from every acre.

Which brings us to those benefits mentioned by our friend, the John Deere dealer. He profits, of course, from his regular markup—but that *bonus benefit* he talks about is quite another thing. Though not so immediately tangible, perhaps, it nevertheless shows up indelibly in his profit-and-loss statements for succeeding months and years. For, in opening new avenues of profit for his customer, this dealer has paved the way to new profit opportunities for himself—through the eventual placement on this farm of other modern, time- and money-saving equipment.

And those terms, incidentally, describe exactly the entire line of John Deere Quality Farm Equipment.



*Every farmer who grows hay will truly profit with the new John Deere Hay Conditioner. In a single pass over the field—following one round behind the mower—it picks up and conditions every stem of hay—cuts curing time, renders it more palatable, insures its greater nutritional value, cuts waste, and increases its cash worth.*



**JOHN DEERE • Moline, Illinois**

QUALITY FARM EQUIPMENT SINCE 1837

**MAKE  
MAY  
YOUR  
BANNER  
MONTH  
FOR  
WATER  
SYSTEMS  
SALES**

**DEMING WATER SYSTEMS**



## **Sell the Deming "75"**

### **for Quick-Profit Sales!**

Put sales punch into May... National Water Systems Month! Sell the Deming "75"! It's the pacemaker of its class! It combines premium quality with low price. That's today's sales-winning formula.

Get the jump on competition. Prepare NOW to sell the Deming "75" Convertible Jet Water Systems. Complete facts are in Bulletin No. 4910. *Send for it NOW!*

**THE DEMING CO.**

519 BROADWAY • SALEM, OHIO

# **DEMING**



**WORLD'S MOST COMPLETE LINE OF WATER SYSTEMS**





# The WISCONSIN Line of Heavy-Duty *Air-Cooled* ENGINES

**Offers Your Customers  
the Greatest Range of  
POWER SELECTIVITY  
to Fit the Job and Machine**

The dealer who is fortunate enough to be listed as an Authorized Wisconsin Engine Service Station and Dealer has MOST to offer, engine-wise, to meet practically all general-purpose power requirements of his farmer customers.

Supplied in 12 different models, in a complete power range from 3 to 36 hp., there is an engine of the right size to fit both the job and the machine, without power waste. Six sizes of 4-cycle single cylinder engines, and an equal number of multi-cylinder models provide selectivity that enables the power user to pick the engines best suited to his needs... either as replacement units on existing equipment, or as farm utility units for operating hammer mills, feed grinders, ensilage cutters and many other types of equipment.

Most major lines of original farm and orchard power equipment standardize on Wisconsin Heavy-Duty Air-Cooled Engines on some of their machines... providing a broad local market for Service and Replacement Parts.

Additional profitable opportunities for the Wisconsin Engine Authorized Dealer can be handsomely capitalized through representation of Wisconsin-powered farm and orchard equipment lines.

And for 1956, Wisconsin Engines will be consistently advertised in 47 farm magazines, covering the United States and Canada... supporting the efforts of farm implement dealers in every locality in the successful promotion and sale of Wisconsin Heavy-Duty Air-Cooled Engines and Wisconsin-powered equipment.

Let us put you in touch with the Wisconsin Engine Distributor who serves your territory, on the chance that there may be an opening for an Authorized Service Station and Dealership in your community.

4-cycle  
Single Cylinder  
Models  
**ACN  
BKN**

2.3 to 6.8 hp.  
1600-3600 rpm.



4-cycle  
Single Cylinder  
Model  
**AEN**

4.5 to 8.25 hp.  
1600-3600 rpm.



Single Cylinder  
Models  
**AFH  
AGH  
AHH**

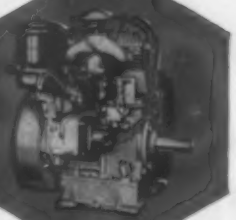
6 to 9.2 hp.  
1600-2200 rpm.



2-cylinder  
Models

**TE  
TF  
TFD**

7.2 to 15 hp.  
1400-3000 rpm.



V-type  
4 Cylinder  
Models

**VE4  
VF4**

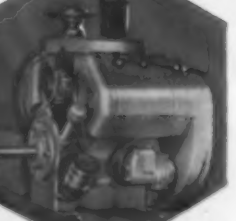
13 to 25 hp.  
1400-2400 rpm.



V-type  
4-Cylinder  
Model

**VG4D**

25 to 36 hp.  
1400-2200 rpm.



MOST  
H.P. HOURS



## WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines

MILWAUKEE 46, WISCONSIN

**Warp's**  
TOP  
QUALITY

FOR YEAR AROUND PROFITS, STOCK AND SELL  
COMPLETE LINE OF

# PLASTICS

FOR HOME, FARM  
AND INDUSTRY

**Warp's WINDOW MATERIALS**



NATIONALLY  
ADVERTISED

Fastest Selling Window  
Material In All America

**Warp's**  
CRYSTAL CLEAR  
**FLEX-O-GLASS**

(GUARANTEED 2 FULL YEARS)

HAS HUNDREDS OF USES, INDOORS & OUTDOORS

AVAILABLE IN 28", 36", AND 48" WIDTHS

ONLY **26¢** LIN. FT. (36" WIDE)

**GLASS-O-NET**

CLEAR PLASTIC OVER

1/4" CORD BASE

Only **24¢** Lin. Ft.

**WYR-O-GLASS**

CLEAR PLASTIC OVER

1/4" WIRE BASE

Only **35¢** Lin. Ft.

**SCREEN-GLASS**

TOUGH PLASTIC OVER

WIRE MESH

Only **17¢** Sq. Ft.

(All 36" wide—also in other widths)

Don't be fooled by inferior window materials that look "just as good." Only the Genuine has the name "Warp's" branded along the edge for your protection.

NATIONALLY  
ADVERTISED

Fastest Selling Kit  
In All America!

**Easy-On**

Only **39¢** Each

Transparent  
Plastic  
**STORM  
WINDOW  
KIT**



Cat. No.  
EZ-36

**72" x 36" PLASTIC WITH MOULDING  
SHEET AND NAILS**  
(Covers A Full Sized Window)

Warp dealers can meet and beat mail order and chain store competition with EASY-ON KITS. Backed by powerful advertising, it keeps the Storm Window business at home where dealers can cash in.

**SELF-SERVICE DISPLAY**

39¢ Easy-On is packed 36 to a carton, complete with colorful sales building counter display and posters.

CRYSTAL CLEAR

**Jiffy-Pane**

JUST TAPE IT ON

Warp's JIFFY-PANE Kit includes a 36" x 72" sheet of crystal clear plastic and a special tape for easy installation. Packed in attractive counter carton. **98¢**

JUMBO

**TAPE-ON**

5 x 10 FT.

Warp's TAPE-ON KIT consists of 60' of special tape and a 5' x 10' sheet of transparent plastic. Covers one large picture window and two smaller ones, or four regular sized windows. **\$2.49**

**FREE**

DEALER TIE-INS

Window Posters, Ad Mats and Counter Cards are available Free to help you tie-in with Warp's National Ads. Write Warp Bros., Chicago 51, Ill.

**Warp's FLOOR RUNNER**

**New! FLEX-O-MAT** VINYL PLASTIC  
IN 5 COLORS



ONLY  
**66¢**  
Lin. Ft.

Ideal for homes, offices, hospitals, factories. Is flexible, long wearing and easily cleaned. Colorfully displayed on Warp's new five roll floor dispenser FM-66.

Warp's also make **PLAST-O-MAT**—a tough, low-cost, transparent polyethylene plastic matting.

ONLY  
**33¢**  
LIN. FT.

ALL-PURPOSE

**POLYETHYLENE PLASTIC**

**COVERALL**

9 Ft. and Other Widths

Hundreds of Home Uses



PAINTING  
DROP CLOTH



CARRIAGE AND  
APPLIANCE COVER

Protects building materials, new laid cement, machinery, auto seats; excellent for vapor barrier, children's wading pools, etc. Is transparent, stretchable, waterproof and airtight. Comes various widths and thicknesses in rolls.

\*T. M.

50%  
Mark-Up

**CARRIED BY RELIABLE JOBBERS**

**WARP BROS., CHICAGO 51, ILLINOIS**

WORLD'S LARGEST PRODUCERS OF TOP QUALITY WINDOW MATERIALS • Established 1924

All Prices  
Nationally  
Advertised  
(Subject to Change)

# WESCO Chains

Wesco Chain Display Stands hold, display and *sell* more chain. They remind customers of chain, permit them to compare and select, and enable you quickly and easily to measure off accurate lengths and take in the money. Handsome in blue and yellow baked enamel this stock display stands safely and rigidly at any vantage point. It will pay a high return on the small floorspace it occupies.

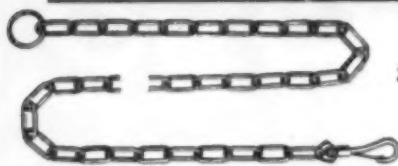
## TYPICAL ASSORTMENTS



All popular hardware types of chain are available on steel reels. Write for Catalog Sheet of suggested assortments. Reels in the "balanced stock" Assortment "A" are: 175 ft. 2/0 Defiance • 125 ft. 3/0 Lock Link • 200 ft. #3 Defiance • 100 ft. #35 Sash • 75 ft. 2/0 Machine, Twist Link • 220 ft. #16 Single Jack • 200 ft. 1/0 Brass Safety Chain.



## WESCO Chain Specialties .....



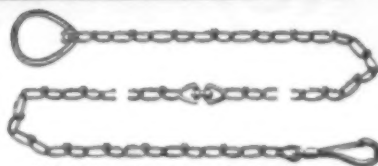
### WESCO Handy Chain

Here is an all-purpose chain which does "a hundred" useful jobs and sells for every one of them. Strong—welded 3/16" straight links, with ring on one end and snap buckle on the other. 5 ft. 6 in. long.



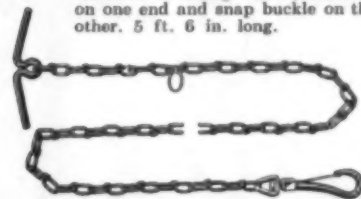
### WESCO Porch Swing Chains

7½ ft. with 2½ ft. branches. Strong, tangle-free, Defiance-link chain. Packed one set (of 2) in a carton complete with 2 ceiling hooks.



### WESCO Tie-Out Chains

Come with "Defiance" type links, in 20 and 30 ft. lengths, with 1, 1/0, 2/0 or 3/0 links. Complete with stake ring, swivel and snap buckle.



### WESCO Halter and Dog Chains

Made in 4-½ ft. and 6 ft. lengths. Sizes No. 6 to 6/0 inclusive. Bright finish or Bright galvanized finish.



### WESCO Trace Chains

Electrically welded steel links. Bright finish. Made with either ring or hook. Sizes 6-½ ft. to 8 ft. Regular or heavy pattern.



### WESCO Pail-Paks

Proof Coil or BBB Chain. Strong, reusable steel containers. Sizes 3/16", 1/4", 5/16" & 3/8".

# WESTERN CHAIN COMPANY

1807 WEST BELMONT AVENUE • CHICAGO 13, ILLINOIS





PURRS ALONG...

Again . . .

AHEAD OF THE FIELD!

# CHOREMASTER

The ONLY Complete Quality Line  
of Outdoor Power Equipment

HERE IT IS ....  
IT'S BIG! IT'S NEW!

**CHOREMASTER**  
Heavy Duty  
TILLER/MOWER

FEATURING THE  
60-SECOND SWITCH  
FROM GROUND WORKING TO MOWING  
AND BACK AGAIN . . .  
WITHOUT TOOLS!

Here's the new ACE  
of the outdoor power  
equipment field! Big, rugged  
tiller does all ground working  
jobs, is quickly switched to 21"  
power propelled or easy-wheel  
type mower and mulcher! Tills  
up to 21" wide, 9" deep.



## The Town & Country TILLER/MOWER for the Suburbanite

Here's the ideal unit for the small and medium-sized  
yard and garden! Thousands already sold,  
saving hours of effort. Tiller does a big job in flower or  
vegetable garden; 60-second switch to 18" or 21"  
mowing or mulching. Tills up to 17" wide, 7" deep.

## Heavy Duty GARDEN TILLER . . . power and ruggedness for the BIG Garden

Single unit solves a multitude of flower or  
vegetable garden ground working tasks! Does  
all jobs from seed bed preparation to "plow-  
ing under." Easy to operate in the heaviest  
going. Tills up to 21" wide, 9" deep.



- SPADES
- FURROWS • WEEDS
- MOWS • EDGES
- AERATES • MULCHES

Some valuable PROTECTED territories open for dealers and distributors!  
CHOREMASTER DIVISION—Weber Engineered Products, Inc., 832 Evans Street, Cincinnati 4, Ohio  
THE QUALITY LINE IN OUTDOOR POWER EQUIPMENT